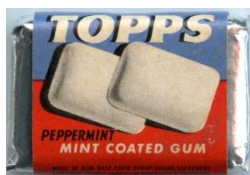


# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956



*HISTORY, PRICE GUIDE & CHECKLISTS*



DAVID HORNISH

THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

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***Topps Gum, U.S. Military Ration – Jeff Shepherd***

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## DEDICATION & ACKNOWLEDGEMENTS

*For Susan, who may not understand but certainly inspires,  
Ryan and Alex for the quiet times, and Buster, who almost saw it all.*

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1956  
Topps Direct Sales Force at National Sales Conference in New York, Dec. 18 to Dec. 21.  
Front: L - R: A.J. Shorin, Vice-Pres.; J. E. Shorin, Pres.; Len Harrison, Sales Mgr.;  
Phil Shorin, Vice-Pres.; Joel Shorin, Treas.

2nd Row: L-R: Ben Mazzullo, Bob Kanter, Sy Berger, Ralph Kinberg, Chas. Gaffney, Frank  
Heim, Phil Francis, Chas. Zubrin, Harvey Davidson, Si Rosenzweig, Joe  
Keys, Gene Jablow, Irv. Perlow, Harold Fried, Alex Langfelder.

Back Row: L-R: Leon Becker, Len Kamber, Sy Gold, Dave Krauss, Don Kwast, George Weseman,  
Ed Shorin, Al Chetron, Av Siegel, Mort Binder, Marv Weinick, Mel Waxman,  
Jerry Gitomer.

Photo and Attendees key from 1956 Topps National Sales Meeting. The man playing the accordion is not identified. (courtesy Carol Jablow)

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## **INTRODUCTION**

This guide started off simply enough. I planned to gather all the information I could find on the small, penny gum tab sized cards Topps issued in 1948-49, create some checklists and scans and then put out a pamphlet much like Scot Reader's fabulous *Inside T206*, which was an inspiration of sorts. Then I wrote some articles for *The Wrapper*, Les Davis's indispensable magazine covering the Non-Sports world that comes out eight wonderful times a year (just like *Mad Magazine* –hah!) and unearthed a couple of surprising facts. Namely, that Morris Shorin, patriarch of the family that founded Topps Chewing Gum in 1938 had started out in the U.S. with the name of Chigorinsky and had arrived *after* his supposed storied founding of the predecessor firm, American Leaf Tobacco Company, that gave rise to Topps.

Then there was the discovery of American Gas Stations, which was another Shorin owned business in the decade before they founded Topps and the later realization there was scant information available on many old card issues. After that there was the discovery that when Topps bought out their biggest competition in the card and gum trade, Bowman Gum, its namesake founder had been dispatched five years previously and a man named John Connelly had actually orchestrated the sale of the firm. So the snowball began rolling downhill from there and resulted in what I believe is a revealing and reasonably comprehensive look at the history of Topps from 1938-56 plus the Shorins and some of their businesses prior to that.

I do not intend this to be a biography of Morris Shorin or his son Joseph although both are deserving of a longer history than I give them here. Instead I want to lay a foundation for future research, not only of the family, or American Leaf Tobacco Company or *Bazooka*, or Woody Gelman, or the 1954-55 Hockey set but also to help people imagine the totality of *all* of it. There's a tendency in the hobby to compartmentalize the baseball issues, the football cards, the Non Sports sets and the like but I realized about twenty years ago that it's all inseparable. Joe Shorin did not suddenly proclaim after a dozen years in the confectionery trade that he wanted to sell baseball cards; rather he and his brothers built their way up to it, through hard work and planning, carefully thought out PR campaigns and -- even though they lost most big cases -- really sharp lawyers. They sought advantage against others and repelled it when others went after them.

Often I was aided and abetted by Jeff Shepherd, a man who knows his *Bazooka* and without whose generous assistance and help would find me writing the introduction to a rather thinner tome. Others helped immensely: Dan Calandriello and his vast gallery of scans on Network54, Bill Christensen and his immense knowledge of obscure issues and of course Les Davis and his band of merry men and women.

Even as the cards grew from postage stamp size into something close to the dimensions of a vintage Kodachrome photograph and then erupted into a classic five year run of colorful Giant Size issues before reaching their *denouement*, there was still a sense of wonder, a feeling of mystery and an imagined aroma of sweet, stale bubble gum and aging cardboard that lingered and teased. This first era of Topps cards, from the first tatoos and tiny inserts in 1948 until *Elvis Presley* brought us standard sizing in 1956, is one that defies easy explanation and resists close scrutiny, due in no small part due to the reticence of the Shorin family to reveal their past. But no matter, there was enough to piece it together and create an impression of the pre-*Sputnik* era at Topps.

It was during this time that the world began to rely less upon artistry and imagination and more upon first person accounts and the immediacy of film and television. Topps cards from 1948-56 exist in an almost suspended state that spans these two worlds. It's a state that requires a kid's sense of wonder and speaks to the magic of Red Barber and bases FOB, Friday Night Fights, Saturday morning matinees and breathless, staccato news bulletins as America abruptly and irrevocably entered the video age.

Enjoy!

June 2013

## **BEGINNINGS**

The origins of Topps Chewing Gum cannot be told without first looking at the Shorin family and two earlier businesses they owned and ultimately sold to finance the venture. Morris Shorin and the story of his founding the American Leaf Tobacco Company (ALTC) in 1890 have been the stuff of Topps PR legend for decades now. The patriarch of the family though, was not originally known as Morris Shorin and his connection with the ALTC occurred far later than told in the official story.

### **Morris Shorin and The American Leaf Tobacco Company**

The lineage of Topps Chewing Gum began half a world away from Brooklyn when Morris Shorin was born in Russia in 1867. There is some circumstantial evidence he was from Kiev in the Ukraine but there is also some evidence he hailed from a place called Rhzev, in what is now Latvia or even a place called Gorokhovets, near Nizhniy Novgorod, a major trading center in the 19<sup>th</sup> century. It's possible the family had branches in all three areas if they were involved in widespread trade. Gorokhovets was once home to a merchant firm referred to as the House of Shorin but it is unclear if there is a connection, although Morris almost certainly grew up in a family of tobacco merchants and cigar makers.

In 1891 he fathered a son name Moses, generally referred to as Moe, possibly with a woman from Kiev. In the best of circumstances details from this period and place can be hard to discern and, as will be detailed herein, the nuclear Shorin family also was adept at giving conflicting or incomplete information concerning their personal and business dealings, so the lack of certainty regarding the background of Morris Shorin in Russia is not surprising.

Morris emigrated, without Moe, to the United States that same year and ended up with the last name of Chigorinsky upon arriving in New York in July 1891. It's unclear if there is any linkage between the birth of his son and his departure from Russia, which was likely via Hamburg.

He soon settled in Brooklyn, living and working in a congruent section of the Williamsburg and Bedford (later Bedford-Stuyvesant), neighborhoods, both with large Russian Jewish communities. It would seem probable he had family or associates who arrived ahead of him or came with a commission in hand to conduct business on behalf of others but this is not definite. His activities during these early days are largely unrecorded and he arrived, as it turns out, after the founding of the first iteration of the ALTC, almost certainly working in the tobacco trade once he settled in. Cigars were quite in vogue at the time.

As for the American Leaf Tobacco Company, there is solid evidence of it being founded in Boston in 1890, by one S. Salomon, who was likely the wonderfully named Solomon S. Salomon, a member of a well known and firmly established New York tobacco clan who journeyed north in the wake of a failed family business venture. Ownership can also be attributed to the firm of E.D. Salomon but the family seems like they were adept at creating interlocking companies, a common practice at the time and there is a short, contemporary journalistic piece that indicates Solomon Salomon was the point man.

ALTC operated out of a couple of locations on the Central Wharf in Boston until at least 1892 when a fire may have ended the venture. Solomon Salomon was back in New York by 1895, working once again with the family firms as the operation in Boston faded away. This Salomon family venture was the first firm known as the American Leaf Tobacco Company, with the 1890 founding date later appropriated by Topps

and publicized by their public relations department. Why the company felt compelled to change the date of the ALTC's founding, especially when evidence exists to the contrary, is unknown but it was a move

indicative of a wide-scale reticence by the Shorin family when it came to their familial and corporate backgrounds.

1897 finds the first, albeit separate, references to both the ALTC and Morris Chigorinsky in Brooklyn. The former was operating on Throop Avenue with the building number unknown, although there is a good chance it was #140. This appears to have been the second firm to be called the American Leaf Tobacco Company. Throop Avenue ran through both Williamsburg and Bedford-Stuyvesant and was a mere block over from Tompkins Avenue, which would house Morris Chigorinsky and his family in various domiciles along or adjacent to a mile long stretch for the next twenty years.

A firm known as M. Chigorinsky & Co. was also operating in 1897-98 out of a different, residential, building on Monroe Street that was also just off Tompkins Avenue. Morris must have known about the ALTC given the geographic proximity of his home and business to the Throop Avenue location but his trade seems very much to have been making and selling cigars in this period and it does not seem like he was involved in any ownership of this version of the company. Throop Avenue was an active retail area so a retail cigar operation there is quite possible and Morris may have sold products to or bought tobacco leaf from this version of the American Leaf Tobacco Company.

No matter who owned it, the American Leaf Tobacco Company had established a presence in Chicago by 1899 and in the new century would expand as far west as St. Louis. The company incorporated in New York City in March of 1901 and its Directors were listed as Emil Fuerth, Samuel Froehlich and Hanna Hahn. This version of the ALTC was dissolved in New York State in 1903 and appears to have dissipated elsewhere by 1905.

On the home front, Morris Chigorinsky married the former Rebecca Jablow in 1896. Rebecca was also a Russian immigrant, whose family appears to have lived near Lithuania or the Russian dominated area of Poland and who emigrated to America at roughly the same time as her future husband.



## THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

Morris & Rebecca Shorin, probably taken in Miami in the late 1930's or early 1940's (courtesy of Carol Jablow)

Four children were born of this union: Philip in 1897, Abraham in 1898, Isador (sometimes spelled Isadore or Isidore) in 1900 and Joseph in 1903. Morris's first child, Moe, would not arrive in the U.S. until 1904 when he was 13. Moe appears to have been classically educated prior to his arrival as he graduated high school with high honors four year later.

The Jablow family may also have had a connection to the tobacco and cigar trades and it's possible Morris and Rebecca met in this capacity since it was not uncommon for young women of the time to work as cigar rollers. Rebecca had at least one brother and sister who worked for and lived with Morris for a time. Most of her family dispersed to other cities after the turn of the century but the Chigorinsky clan would remain in Brooklyn.

The early years would not have been easy as Williamsburg and Bedford-Stuyvesant were neighborhoods of tenements for the most part but the family made sure their boys received proper educations and ample exposure to classical and cultural pastimes. Musical ability was especially evident in Abram, who was a classically trained pianist and he later collaborated with his brother Joseph, writing some popular songs in their time. They became huge baseball fans and fixtures at Dodgers home games and by numerous insider accounts it was a warm and loving family.

1903 and 1904 found Morris Chigorinsky still in the cigar trade but now at 140 Throop Avenue, in a building that would have seen heavy foot traffic. Set on a corner with Flushing Avenue, which was a main thoroughfare and trolley route, this was possibly the exact location where the second ALTC had been located in the 1890's. A surviving structure that may have housed ALTC exhibits signs of a large retail window opening to Flushing Avenue. By 1905 Morris was in a partnership with a man named Metz, who was likely a younger man in the tobacco trade named Louis Metz and had been sponsored for American Naturalization by Morris that very year. This concern also operated out of out of 140 Throop Avenue.

In 1908 Morris obtained financing from the Citizen's Trust Company (later the Manufacturers Trust Company and then Manufacturers Hanover) to start the American Leaf Tobacco Company. This is accepted by the family as the year Morris became involved with ALTC and there is a press photo in the *United States Tobacco Journal* showing a commemorative cup being presented to the two surviving Shorin sons in 1968, saluting the family's 60<sup>th</sup> anniversary of doing business with the bank and which mentions the ALTC being started in 1908. Morris Shorin's American Leaf Tobacco Company was now the third company known by this name. The alleged founding date of 1890, promulgated by Topps in later years, could very well have come out of the research required in trade-marking the venture's name but Morris Shorin's involvement in that year would have been impossible.

The American Leaf Tobacco Company also had a large capitalization in Quincy, Florida in 1908, an area in the Florida Panhandle where tobacco was grown extensively. With a longstanding history of shipping leaf tobacco to New York City for use in the cigar industry, Quincy was a well known source for this staple of the trade. Leaf tobacco from the area was known as a Florida Wrapper and a lot of effort was expended by companies in the area to produce Shade Grown tobacco, the most desirable type of leaf wrapper for cigars. Quincy was a thriving tobacco farming region for almost two centuries before rising production costs and changing attitudes finally brought an end to such activity in the middle of the 1970's.

It's impossible to determine at present if Louis Metz was involved with the 1908 transaction or if Morris broke with him at that point but the latter seems probable as his name does not come up after 1907. The

Chigorinsky owned version of ALTC must have become prosperous fairly quickly as there were two separate locations in Ohio by the time the U.S. entered World War 1; earlier plants had been established in Florida while Pennsylvania and Chicago boasted one as well. Reports of the firm faltering or even failing during the war due to the lack of Turkish Leaf tobacco imports seem unfounded as there is ample evidence the company was using and/or growing leaf tobacco from Florida well before hostilities drew the U.S. into the conflict. A desire by the family not to be seen as profiting from the war may have led to this oft-repeated scenario.



Presentation of silver cup to Philip and Abram Shorin on the 30<sup>th</sup> Anniversary of Topps (and the 60<sup>th</sup> Anniversary of the family's association with Manufacturers Hanover Trust). This photo dates the founding of ALTC by Morris Shorin to 1908. From the February 29, 1968 edition of *United States Tobacco Journal*. (courtesy of Carol Jablow)

Further belying any misfortune, the family purchased a handsome house at 1460 President Street in Crown Heights, moving to an exclusive area just below Eastern Parkway around the time the U.S. began fighting in the war. The house, which still stands, was previously owned and very possibly built by Fred Gretsches, the musical instrument maker and importer who appears to have been a family friend. The Shorins also kept a servant or two, as they had done for decades, hardly the mark of a financially strapped family.

The American Leaf Tobacco Company by this time had taken offices in an unassuming building at 7 Debevoise Street in Brooklyn, just off Broadway in a bustling part of Williamsburg that was very near 140 Throop Avenue; the location suggests it may have been a tobacconist's shop but there is absolutely no available information on any retail operations of the company. The firm was located next to the Jolly Café at #5 and the large Jolly Theater, where you could catch the latest vaudeville acts, was just down the block at #15, so the foot traffic would have been robust. ALTC did have the cigar packing plants in Ohio and it is possible their operations were focused on both wholesaling leaf tobacco and packing and selling cigars and other tobacco products in retail outlets. It's even possible they were packing so many cigars the Florida Wrappers were all for their own use.

As for the family's war effort, Philip served in the Army toward the end of the war and was stationed in Fort Oglethorpe, Georgia; a posting that would prove fortuitous to Topps many years later. Ira and Abraham may have served too as they registered for the draft in 1918 while Joseph would have been too young for duty. Also registering for the draft, albeit a year earlier, was Moe Chigorinsky, who had become

a naturalized American citizen but poignantly listed a chronic ailment and noted the fact he was an “inmate” at Montefiore Hospital in the Bronx on his registration card. Sadly, he would die in November of 1918 at that hospital.

Following the settlement of his son’s affairs in the spring of 1919 and the discharge of his other sons from military service at the end of the war, Morris Chigorinsky legally changed the family name to Shorin, with his surviving sons also adopting it. It seems likely the name change and the death of his oldest son were connected but no known link exists.

### The House of Shorin

Their new social standing as prominent residents of Crown Heights brought periodic announcements in the *New York Times* regarding the four Shorin boys. Their engagements and the eventual births of their children were duly noted in the Society pages. These children and even their grandchildren, in-laws and other family members would work for and run Topps for many years in the future.

As part of their business, the Shorins took trips to San Juan and Havana began around 1929, mostly undertaken by Philip. These were regular trips that ended in 1935, which may signal the start of some difficulties for the company. The American Leaf Tobacco Company was still viable but the Depression may have made things difficult. Compounding matters for cigar related industries was the rising popularity of cigarettes. Perhaps sensing this, a new family venture started in 1928, would be run by young Joseph, fresh off a stint at St. Lawrence Law School in Brooklyn. This new operation was christened American Gas Stations (AGS).

American Gas Stations began both leasing and buying up properties in Brooklyn, knocking down whatever structure existed at the time on each lot and constructing new gas stations, all built in a similar style of red brick with white trim. By 1934 the burgeoning chain had four locations and added four more in short order. In 1938, AGS more than doubled its number of stations with at least nine being added in that year alone. The Shorins were clearly buying up properties during the worst of the Depression, when prices were plunging and later accounts describe them as active in real estate.

AGS eventually became a distributor of Socony (which stood for Standard Oil Company of New York - later known as Mobil) brand gasoline and products but began selling their own brands of motor and gear oil and other auto accessories starting in about 1937. The introduction of “American” branded motor oil and the rapid expansion of AGS during this time would certainly have been noticed by Socony representatives in the area.

What happened next is not in question, although accounts differ as to the reason why American Gas Stations was bought by Socony. Family lore describes the chain as doing steady, if unspectacular business, while Len Brown, the former Creative Director of Topps, describes the operation as being successful enough to alarm Standard Oil. The true story of the chain’s financial health assuredly lies in between but whatever the reason all seventeen American Gas Stations were sold to Socony in 1939.

The American Leaf Tobacco Company, depending upon which version of the story is to be believed, either faded away or was sold around this time as well. There is some evidence that Morris Shorin was having trouble collecting on debts owed to the company and he was involved in litigation at least through 1939 trying to claim what was rightfully his. Another possible factor was that Morris may just have wanted to retire, or at least slow down as he would have turned 70 in 1937. The market for leaf tobacco, often used as both a protective as well as containing wrapper for cigars, was declining as well with the introduction of new packaging materials, so it may have been a confluence of events that led to the end of the ALTC.



Late 1930's AGS Matchbook scans (courtesy of Michael Moran)

## TOPPS BEFORE THE SECOND WORLD WAR

The Depression must have affected both prior family businesses but it does seem certain that the seed money for Topps came from the sale of the two firms, abetted with a line of credit from the Manufacturers Trust Company. Casting about for a business venture to sink their money into, the Shorins hired a market research firm to determine what field might suit their talents best. This project revealed some possibilities such as the produce trade (allegedly rejected due to its lack of fun and early hours) so the Shorins seized upon a recommendation to enter the chewing gum business.

At first operating out of Philip Shorin's residence at 582 Montgomery St. in Brooklyn, the Shorins soon rented space in the Gretsches Building, located at 60 Broadway in Williamsburg, once again associating with that musical family. Business notices of the time indicate each floor leasing in the building comprised 10,000 square feet so the investment was substantial.

The company was christened Topps Chewing Gum, adapted from the phrase "topping the competition" and was originally a corporation comprised of Morris Shorin, his four boys and, surprisingly for the times, their four wives. Joseph was named President, Philip was made responsible for Sales, Abram headed Marketing and Ira was Treasurer. Morris was a silent partner at this point and the wives of the four Shorin boys likely had undefined roles that ranged from secretarial to operational as the company began operations.



### Production Begins

Starting off with what has been described as “a tangle of obsolete machinery” the Shorins initially produced four flavors of penny gum tabs, with the place of manufacture shown as New York City. These non-Brooklyn branded tabs were probably promotional items first handed out at a trade convention or two, or sold prior to the war: Peppermint, Spearmint, Cinnamon and Ginger were the original flavors. The latter did not last long and does not seem to have been featured in any extant advertising. It was replaced by Pepsin shortly thereafter. Topps also changed the place of manufacture to Brooklyn on their wrappers at this time.



The first commercial product - a penny gum tab called “The Change-maker” (courtesy Jeff Shepherd)

The first tabs to roll off their new-yet- ancient production line hit the streets in December of 1938 and were christened, simply, *Topps* Gum. While it is not clear how the Shorins came up with the formula for their gum, it's entirely possible they simply purchased a faltering local gum or confectionery company as they also started selling a chocolate and marshmallow candy bar they dubbed *Opera* soon after. Named for its filling, which surely resembled but could not have replicated true opera cream (usually consisting of cream, milk and sugar) whose name implied a high standard, the candy bar was a solid seller for Topps. It is also possible they hired their own chemist to come up with the gum formula and then brought in experienced workers to manufacture the product; with so many out of work at the time this could have been done very cheaply.

While the children's market for confections was later obvious, Topps generally restricted their initial efforts to adults when marketing their gum. Chewing gum was more a man's pursuit at the time and a big seller in certain establishments such as taverns and restaurants. Topps knew this and made extensive use of the old distribution network of tobacco jobbers used by the American Leaf Tobacco Company to sell their confectionery products. Vending machines were a major part of the initial sales strategy as their distribution channels mirrored those in the tobacco trade. By the time the U.S. entered World War 2 Topps had established nationwide distribution of their gum.

### The War Years

Topps Chewing Gum quickly learned to rely upon retail counter sales and severely curtailed their vending sales for the duration of the war, concentrating on high volume locations at the expense of market penetration. Their tabs became known as “Change-makers” with retailers instructed by Topps to offer their gum, prominently displayed in a handsome canister strategically placed near the point of sale, in lieu of a penny or two's change when customers made a purchase. The Change-maker campaign was

successful and relentless and the Shorins made the most of their wartime opportunities to expand their reach and political connections even further.

Topps secured a contract to provide gum for the US Military's field rations and PX's, a practice that would continue for many years and would give them a huge advantage in marketing both during and after the war. In addition to giving millions of servicemen a taste of their product, Joseph Shorin coined the clever phrase "Don't talk chum, chew Topps gum" and used it in ad campaigns for years.

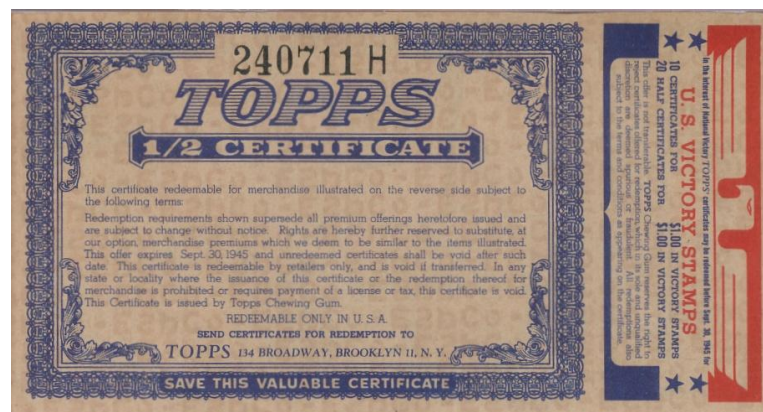
There are stories and instances of Topps buying small candy and gum manufacturers, initially acquiring one in 1942 (name unknown), and eventually shutting them down while retaining their wartime sugar quotas but these skew a key fact. While there were indeed quotas in effect as a result of the Sugar Act of 1938, the war quotas would not come into effect until May of 1943. Still, Topps unincorporated itself around the start of the war, possibly to keep such purchases as clandestine as possible.

In March of 1943, just two months before the war quota for sugar was to be enacted, Topps bought Bennett-Hubbard Candy, also of Chattanooga, for \$125,000. This move was part serendipity and part business acumen as Philip Shorin's time as a conscript at Fort Ogelthorpe, Georgia during World War 1 had allowed him to take leave just across the state line in Chattanooga. He took note of the city's commercial activities and prime location on the Tennessee River and eventually was able to use this knowledge in a profitable way.

Topps did not intend to shut down this new acquisition nor lay off its one hundred employees. Instead they sent their general manager, Dan Emmet, to Chattanooga, hired additional workers and converted the Bennett-Hubbard factory into a southern plant, their first outside Brooklyn. Topps also gained access to key distribution channels in the region and invested an additional \$15,000 to facilitate production of their *Opera* candy bar in Chattanooga. Other Bennett-Hubbard products continued in production but no gum was made in the Chattanooga factory; it was used solely to make candy and a product called table syrup. A marshmallow and bran candy bar called *Mairzy* and a *Caramel Nut Roll* bar were also produced.

Following this, Topps acquired the Shapiro Candy Manufacturing Company of Brooklyn and gained an additional building at 383 3<sup>rd</sup> Avenue. They slowly shed the Shapiro name and integrated this venture into their operations, maintaining Topps Candy as a separate company into 1946, possibly to take advantage of rules concerning the war sugar quota.

In the early days of the war Topps commenced a premium redemption program for their retailers. Copying a well established trade practice, a retail tub filled with gum tabs would be shipped with a certificate displaying a half-dozen or so redemption items offered in exchange for a certain number of certificates.



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Typical Premium Certificate of the World War 2 era, September 30, 1945 expiry (Author's Collection)

The goods featured were mostly clothing and kitchen items in the early days but would expand to electronics and mechanical items in later years. Some certificates also promoted U.S. Victory Stamps, which were lower in cost and return than the better known War Bonds. The retailer certificate program was an integral part of the Topps marketing strategy and it lasted for quite a long time.

Back in Brooklyn, Topps had relocated some of their operations to 134 Broadway in a late 1944 move, a location that was just down the street from the Gretsches Building. Given the relative sizes of these two buildings, it seems likely 134 Broadway became the corporate office while the production floor remained at #60. Prosperity was not assured for the firm though, as chicle was becoming increasingly expensive and scarce as the conflict raged and its common replacement in the making of chewing gum, jelutong latex, was considered essential to the production of rubber for the military. It too became hard to obtain for ordinary manufacture and Phil Shorin made at least two trips to Mexico in the last years of the war, presumably to keep the supply of this essential ingredient flowing steadily.

While Gum Inc., a Philadelphia competitor owned by Warren Bowman and now known for its *Blony* bubble gum, eventually suspended production of chewing gum as a result of the war and Fleer, another firm from that city, gave its supply of chicle to the U.S. government for the duration, Topps managed to steadily manufacture and sell their products, although they were forced to use less than optimal ingredients as the war raged on. They compensated for having to ease off on vending sales by ramping up candy production domestically and chewing gum distribution internationally as *Topps* Gum was distributed to the Allies during the war under the Lend-Lease Act. This was in addition to the millions of pieces already being included in US military field rations and sold in PX's.

When the war ended Topps still had the military contract while waiting for supplies of sugar and chicle to return to normal. *Topps* Gum was still being sold over the counter in the US along with their various candy confections and the Shorins were carefully planning their next moves as competitors revived and spruced up their lines as well. They even put an additional \$100,000 into the Chattanooga operation in 1945 to further expand production, presumably to ramp up for all those returning servicemen and their soon-to-be- growing families.

### 1946-47: Rebuilding the Brand

In early 1946 Topps began running trade ads trumpeting a return of their gum to pre-war quality, while taking pains to indicate supply would be tight for a while. The national trade convention circuit also was reviving with the end of the war and subsequent return of millions of veterans to their old jobs. Still utilizing the tobacco distribution strategy, Topps was out in force at the National Association of Tobacco Dealers conventions as well as the National Candy Wholesaler's Association gatherings.

Topps executives Joe and Phil Shorin were frequent presences at these events and would make a splash one way or another, typically combining eye-catching displays with a couple of even more eye-catching young models hired to hand out samples to all of the conventioners. More prosaically a phalanx of sales and merchandising managers would also be on hand, ready to take orders, press the flesh and stand for a night on the town. Public Relations firms ensured Topps received ample press coverage as well.

In June of 1946 Topps would establish their most well-known Brooklyn headquarters at the massive and sprawling Bush Terminal complex. Located in Sunset Park on Gowanus Bay, the location offered

excellent water, rail and highway access. Still, it only held parts of their production lines and warehouses, even at this early date.

The move to Bush Terminal may have been a precursor to the development of a new bubble gum but Topps' old Williamsburg location at the Gretsches Building, where *Topps* Gum tabs were manufactured, would remain in operation for that production line as part of their far-flung Brooklyn enterprises. Their space at 134 Broadway was still in use as well, possibly as a repository for the Retailer Premium Certificate products in addition to whatever else was stored or coordinated there. 383 3<sup>rd</sup> Avenue's fate is unknown but seems to have been shut down as a production floor by the time of the move to Bush Terminal and maintained solely as warehouse space thereafter.

Availability of staples for confectionery manufacture, ink and paper would remain spotty well into 1948 but the competition in the trade was shaping up to be quite fierce in the burgeoning post war economy. Warren Bowman had awakened his firm, now called Bowman Gum, Inc., from its war-induced hibernation in late 1945 and while temporarily relegated to local distribution, Bowman was a formidable competitor with extensive plans to reestablish his products nationally. His company would quickly emerge as the primary competition to Topps, although they were competing in the shadows compared to the big three confectioners: Wrigley's, American Chicle and Beech-Nut, which controlled an estimated 95 percent of the chewing gum market.

Wrigley's restarted gum production in Chicago and in 1947 their local competitor Sol Leaf consolidated his various confectionery and gum concerns into Leaf Brands. Fleer got back to producing *Dubble Bubble* in Philadelphia and a host of other companies across the country were determined to make the most of things by selling candy and gum to anyone who had a couple of pennies to spare.

In Long Island City, a scant ten miles north of Bush Terminal, a manufacturer called Ed-U-Cards released the first of many "educational" card decks in late 1946. Designed to be sold over the counter and without any associated confectionery product, these started off as flash cards but the line would soon expand to products that competed against those offered by Topps, Bowman and the other manufacturers who insisted gum was their main line.

Topps, with plans of their own, re-incorporated in New York State in 1947, the same year that Morris Shorin died in Miami and to remain competitive they spent extensive money on advertising and marketing, developing clever, integrated radio, print and display ad campaigns. In May of 1947 they sent the capable Dan Emmet to Hollywood as Western Sales Manager and presumed jack-of-all-trades. Topps then hired a man named Hugh Spencer, formerly a marketing manager for American Home Products, as their General Sales Manager, reporting to Phil Shorin. Another up-and-comer, Charles Zubrin, was supervising their vending sales program as the penny tabs were reintroduced to "automatic merchandising". The Chattanooga branch remained active with candy manufacturing, even producing a new coconut and marshmallow candy bar but whose name is lost to time, indicating a poor seller. The old Bennett-Hubbard factory was still an important part of the Topps empire.

*Topps* Gum was being sold everywhere you looked. A Fruit flavor was briefly introduced, possibly as a test for an exciting new product called *Bazooka*. Topps had come up with a big breakthrough and a new subsidiary, Bubbles Inc. was established in the summer of 1947 in anticipation of this new treat's perfection. Fresh talent was also being groomed as Philip's son Joel came onboard, fresh from his studies at Bucknell. And on Monday, September 1<sup>st</sup>, during a huge American Legion Labor Day parade in Manhattan, Topps provided a purported 60 million *Topps* Gum wrappers to be used as confetti, flung from office windows along the entire route and showering the masses with a riot of free advertising. It was a huge PR bonanza.

As if that wasn't enough, in one of their most pitch perfect hirings of all time, Topps gave a job running an internal sales promotion to Joel Shorin's *Sigma Alpha Mu* fraternity brother and fellow Bucknell alum, Seymour (Sy) Berger. Sy, in a display of serendipity that couldn't have been scripted any better, asserts he showed up for work at Bush Terminal in mid-September, on the very day production started on *Bazooka*. Berger must have been mistaken because, *Bazooka* had already been around for a few months--probably in a test and convention giveaway configuration--but Topps and the gum industry would never be the same.



Sy Berger, from 1962 Topps Rookie Banquet Program (author's collection)

### Bazooka, Berger & Big Prizes

*Bazooka* was allegedly named after a nonsensical musical instrument created by a twelve year old named Bob Burns. That's an interesting story but it may have been named after the military weapon, a fact coyly referenced by a *Bazooka* strip called "The Story of the Bazooka"!



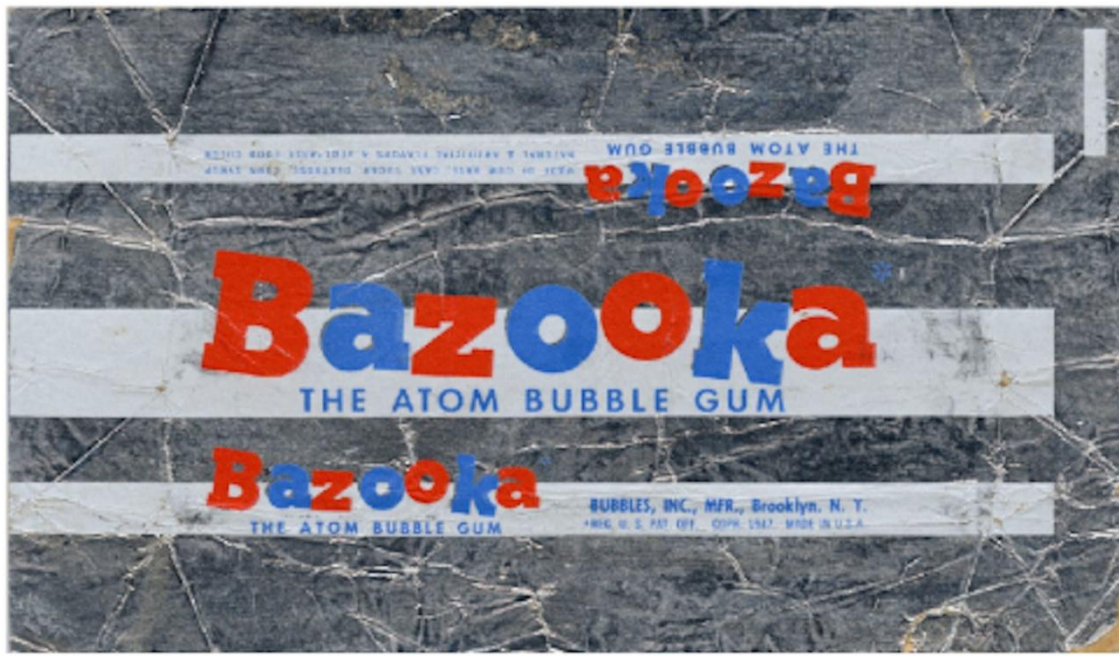
*Bazooka* Comics "The Story of The Bazooka" No. 3 (courtesy Jeff Shepherd)



It's not clear whether or not Topps even invented the gum's name though. Brock Candy Company had trademarked a candy product called *Bazooka* in 1937 and their location in Chattanooga, a city that was already well known to the Shorin family, seems too strong to be a mere coincidence. Topps could have bought the trademark from Brock's or perhaps it had fallen out of use during the war or was purchased by Bennett-Hubbard. Topps may even have just appropriated the *Bazooka* name as it fell into disuse. Brock Candy survived until 1994 before it was bought, fittingly enough, by Brach's.

The origin of the name may be murky but the impact of the gum was anything but. *Bazooka* first hit the countertops as a nickel product with six scored chews, resembling a pink tube, wrapped in a bright, patriotically colored foil wrapper. The new Bubbles, Inc. subsidiary created to manufacture and market the gum, was likely used to keep the Topps name associated with the traditional gum tab market and to hide it, for the time being, from the bubble gum crowd while the new product proved itself.

Bubbles Inc. was a name that would be used many times over the years as Topps saw fit but it was born right along with *Bazooka*. Going with the war theme, the chew was billed as "The Atom Bubble Gum" and featured a patriotically colored foil outer wrapper and an inner wrapper protecting the gum that also featured a comic strip. Topps even obtained a Parents Magazine seal of approval that they proudly displayed on the wrapper, the first in a parade of gimmicks to convince adults that bubble gum was a wholesome treat to buy for their kids. The Bubbles Inc. manufacturing credit was changed to identify Topps at this time too; perhaps they were waiting for the seal of approval to be granted before adding their better known name.



The first commercially released *Bazooka* wrapper (collection of Jeff Shepherd)

Ad copy of the time featured a caricature of a young boy in a crown beanie who was actually named **Bazooka Joe** but this character only lasted a couple of years. This aboriginal Joe did not show up in the comics and appears, moniker aside, to be quite unrelated to the later, iconic version of the character but was used by Topps up until the appearance of “modern” Bazooka Joe.

After trying out a poorly executed insert comic called *Bubbles* (drawn by an obscure artist named Art Helfant) and inane comic strips such as *Peg* and *Doc Sorebones*, Topps licensed some Fawcett Comics and printed them on a newly developed paper produced by Milprint of Wisconsin. These early comics advised kids to save their *Bazooka* wrappers and mail away for a prize catalog, beginning a long tradition of such premiums, in a process that would take a few years to refine.



1948 *Bazooka* catalog detail with the original Bazooka Joe (courtesy of Jeff Shepherd)

These early comics were wrapped around the gum and the subjects varied greatly. It would take about two years for this familiar front and back combination to appear and the use of multiple colors would be sporadic for a bit longer. The Fawcett comics were actually printed in the familiar and bold color schemes later associated with Bazooka Joe but many of the early comics were printed in monotone shades of either rust or purple during the first five or six years of production.

These early comics featured a rather lengthy parade of failed characters as the Shorin brothers tried to forge an identity and create a mascot for the comics. But the bubblegum just sold and sold and sold no matter who was used. There was even a tie-in with Ringling Brothers & Barnum & Bailey Circus, starting an overt trend at Topps to advertise their products using circus and carnival themes for the rest of the decade. This promotion billed *Bazooka* as the “Official Bubble Gum of the Greatest Show On Earth.”

## CARDS BEGIN

### Novelties Appear

1948 would see Topps issue their first “novelty” products. Whether market research led the Shorins to conclude that another brand of bubblegum would be a solid seller or it was just dumb luck is a matter of conjecture but in June of 1948 a product named *Tatoo* debuted. Penny tabs of bubblegum in six colors were sold in a cardboard “tourist pouch” configuration; seemingly for a dime and presumably holding ten tabs apiece. The original point of sale display was designed to promote sales of the product as party favors and looks like part of an early strategy to have a one cent product (*Topps* Gum), a five cent product



(*Bazooka*) and a ten cent one (*Tatoo* Tourist) available at the same time. Individual tabs of *Tatoo* soon appeared though, sold in a counter display tub.

Featuring some generic looking line drawings with spot color on the back of the gum wrapper, an advertised 100 different *Tatoo* subjects were produced using vegetable dye as the transfer medium. There are contemporary reports of Topps using some idle penny Change-makers equipment in manufacturing and packaging *Tatoo*. Having to ratchet up this underutilized production line may have been their first signal that their fortunes in the postwar gum market were going to be dominated by bubblegum and kids, not fruit flavors and adults. The *Topps* Gum / *Tatoo* production line would ultimately remain active for almost two more decades, cranking out millions of penny packs of tattoos and the like during the ensuing years as the Change-makers faded and *Bazooka* ascended.



The first Topps novelty: 1948 *Tatoo* – Author's Collection

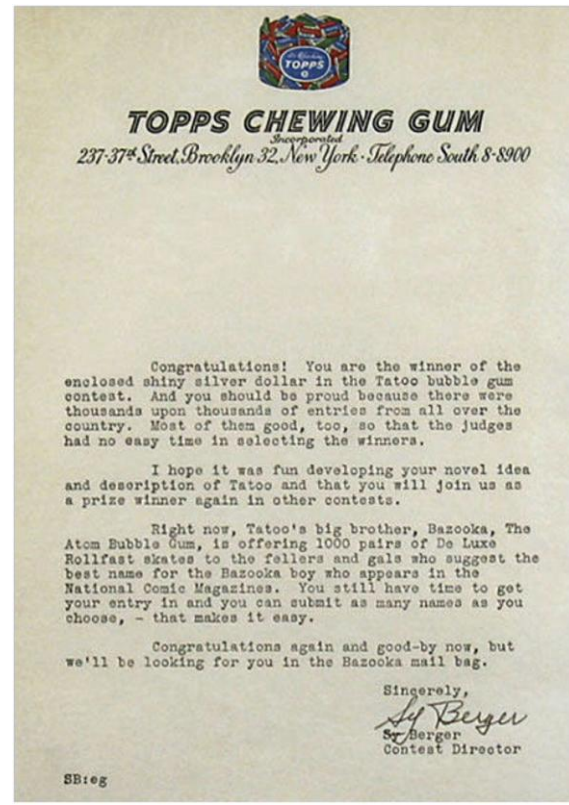
*Tatoo* and *Bazooka* were also brought to market in Canada at the same time the former was introduced in the United States. Canada would be a key part of an international sales strategy for Topps and virtually any stateside card set would be shipped to (and eventually produced in) the north. The Canadian confectionery and novelty markets were small but quite competitive and Topps had begun staking out a place for their brands two years prior, establishing copyright there in 1946. The year coincides with new U.S. copyrights obtained for the *Topps* Gum wrappers so their tabs probably were retailed in Canada as well as part of their international strategy.

*Tatoo* also was integral to the career of Sy Berger, destined to be the most recognizable name of all the old Topps founders and employees. His boundless energy obvious but with potential and acumen yet to be fully realized, Sy was tapped by Joseph Shorin to run simultaneous national campaigns to identify future *Tatoo* subjects and also to name a mascot for *Bazooka* bubblegum and comics. The first may have solicited ideas via a “tip in” contest form slipped into the *Tatoo* tourist pouches.

Topps was planning to relaunch *Tatoo* in both penny tab vending and counter pack configurations in 1949 and the contest could have been an easy way to expand the set by 50 subjects. This avoided a blanket reissue of previously released subjects and allowed them to mail out a *Bazooka* premium flyer, while also allowing Topps to get a handle on just how much market penetration was being achieved by the product via premium redemption locales.

The fifty presumed winners of the *Tatoo* contest received a shiny silver dollar for their efforts and a letter from Sy Berger that also invited them to submit entries to name the new *Bazooka* mascot. This time a thousand pairs of roller skates were to be given out to the “fellers and gals” who picked the best name for this new creation. The hokey “fellers and gals” phrase was actually based upon a Topps promotional campaign at the time and would also see light in various materials aimed at the wholesale jobbers, where Topps directed a good part of their sales and marketing efforts. Great effort was being made to keep the

Topps name in front of their distributors (and by extension their retailers) and all of the hard work, expense and organization required to do so would pay off many times over as the decade ended and the bright, profitable baby boomer days lay ahead.



Sy Berger Contest Form Letter (Source Unknown)

While it is doubtful that one thousand pairs of skates were distributed, Berger began tapping some old Army connections from his time in occupied Japan for the contest prizes and *Bazooka* premiums. It is thought he was eventually able to help ensure an almost endless supply of inexpensive retailer premiums that would be central to Topps' promotional strategy going forward.

The *Bazooka* contest may have been a boon to Topps but the winning name in the contest had probably already been chosen before a single kid responded. The new mascot would be known as "Bazooka the Atom Bubble Boy", an almost angelic looking youth who was introduced in 1948 and would not catch on despite a massive advertising campaign in National Periodicals (DC) comics running the course of a full year. The bounty of market research gleaned from the contest entries presumably made up for this shortcoming. Atomic weapons were becoming a dominant storyline in the news in the years immediately after the war and Topps was not at all hesitant to use this imagery or associate their products with nuclear destruction in their marketing, much like other companies of the era.

Topps also took to printing a little-known series called "Daffy-nitions" on the inside of some *Topps* Gum wrappers around this time. It's possible these short texts were a test run for interior inking by their main printer, Lord Baltimore Press, prior to the release of *Tatoo*. Another possibility is that this was a true test issue of sorts, to determine if something so basic, silly and cheap would resonate with the younger set but

scant evidence is available on this primordial packaging. The “Daffy-nitions” could also have been issued after *Tatoo* was first marketed.

In the middle of this initial wave of inserts and wrapper sloganeering Joseph Shorin appeared as a panelist on the inaugural episode of a radio quiz program on WNEW, New York called “You Can Lose Your Shirt”. On the show, he appeared on a “celebrity panel” along with Morey Amsterdam, Bennett Cerf and an executive from Adler Shoes, answering questions from a contestant. The episode was broadcast in mid-July and Shorin acquitted himself quite well according to a review of the show, which also noted he was president of Topps. A chewing gum executive and shoe magnate appearing together suggests some behind the scenes PR work was taking place and working well.

Following a breakthrough by their engineer, who figured out the vexing problem of wedging a card into the gum packs, August of 1948 saw the first dedicated Topps penny tab with an inserted novelty card issued, under the Bubbles Inc. brand. Accompanying chews of *Hocus Focus* gum were little cards dubbed *Magic Photos*, a name which also neatly helps to avoid confusion with a later, similar, release. In the early days of card production, Topps would give separate names to the gum and cards, possibly to allow for the future inclusion of a different card series which, in hindsight, seemed destined to cause confusion.

126 different tiny cards featuring assorted subjects in eight groupings were sandwiched between the wrapper and the wrapped gum tab, with their ends protruding slightly on each side, were released. The cards were seemingly blank on the front, which had to be moistened and then rubbed against the inside of the wrapper, which contained a non-toxic developing agent, in order to reveal the image. The issue almost certainly borrowed from 1930’s sets called “Hokus-Fokus” and “Sun Pictures” which featured similar technology. Topps would return to the old candy and gum company releases of this decade many times as they designed and marketed various sets of cards over the years.

A premium album was also offered to mount these “photos” and Topps had a big hit on their hands with these tiny little treasures, even striking a deal with Barker Greeting Cards of Cincinnati to include the product with a line of humorous greeting cards. A second series of 126 followed, which included the first ever Topps baseball cards and a nickel pack was introduced as well, with six cards on a scored panel and a “bubble gum in color” blurb shown prominently on the wrappers once again proving Topps could brighten a mundane product with just a little effort and thought.



*Magic Photos* Uncut Sheet arrayed 18 x7 for 126 cards (Source Unknown)

The nickel packs may not have caught on all that well and seem to have briefly resulted in the elimination of two price points for one product strategy. Another promotional tie-in with Ringling Brothers & Barnum & Bailey Circus also hit the comic book pages later on in the year as Topps started dealing with returns from their wholesale jobbers and offered a whopping 20 *Magic Photos* for a dime and just one *Bazooka* wrapper.

Their timing wasn't off on the political front though, when a nickel product called *Golden Coin* was released at the very end of 1948. The manufacture of the coins was likely done by a private mint in Cincinnati called the Osborne Register Company but this was actually two sets in one: the metal, bronze-like coins featuring all U.S. Presidents up through Truman and a wrapper set called *It Happened To A President*, somewhat sneakily capped at 20 subjects.

*Golden Coin* appears to have been a mediocre seller but it didn't stop Topps from releasing a board game (with a 1949 copyright) called *Meet The Presidents*, which featured the coins and was manufactured by a new entity christened Topps for Toys. Starting a trend that would continue for decades, this marks the start of the Topps "rewrapping" program, where older cards and products were reconfigured slightly and reissued at either very little additional cost or to enhance another project without driving the cost of that particular product up. They would employ this strategy for decades.

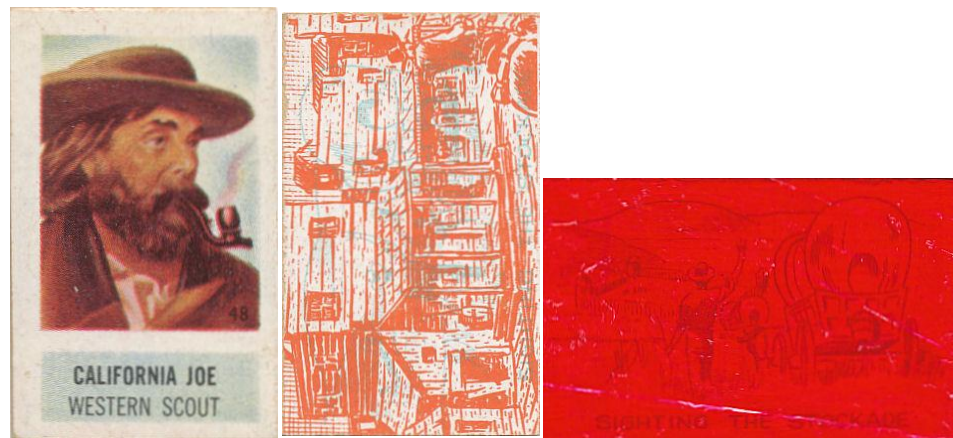
The game was popular enough that it would be reissued at least three more times, with appropriate updates made when a new President was elected but it would be one of the very few Topps for Toys products ever marketed as later versions of the game were all released through the more established firm of Selchow & Righter, makers of *Scrabble*. Joseph Shorin is credited with a co-copyright for the game; whether or not it was his idea is open to conjecture.

While competitors Bowman and Leaf would begin to issue larger cards with primitive color, Topps would mostly stick with the tab-sized inserts and had a slew of issues planned for 1949. They may have had limited surface area to play with on their small cards but there were some novel ideas being talked about for the new year's sets.

#### 1949 – The Year of Many Cards

With the tempered success of *Magic Photo* giving way to the realization that the lifespan of a top selling set was about six months, Topps came out with a new gum tab called *Pixie* in the summer of 1949. The cards sold with this gum were called *X-Ray Round-Up*, as Topps continued to identify the gum and cards separately. Featuring well drawn, vivid color renderings of a series of subjects such as Pirates and Wild West stars on one side, a piece of "X-Ray film" was needed to see the line drawing on the other. Made of red cellophane, the film cancelled out red lines on the back of the card thereby revealing the X-Ray. A piece of X-Ray film was included along with each card. The set was actually marketed featuring the X-Ray pictures as the primary component as Topps slowly learned the business of "inserts".

Interestingly, some of the illustrations of Indians in the set were closely based on old tobacco cards that had been issued in the 19<sup>th</sup> Century. The portraits on these cards, which were a quantum leap forward from the simplistic drawings that comprised *Tattoo*, were probably illustrated by the art agency of Solomon & Gelman. Ben Solomon and Woody Gelman both came from the world of animation, having met at Fleischer Studios and each would eventually join Topps and rise to key executive positions at the company. Each was a talented artist and Gelman also was a writer of gags and comic strips, in addition to being a nostalgia buff and inveterate collector of pretty much anything that was ever printed on paper. Woody would later prove to be a collector of artists, much to the benefit of Topps but that would have to wait a few years.



*X-Ray Round-Up*: front, reverse, revealed reverse entitled "Sighting The Stockade", *not to size*. (author's collection)

Unlike the two distinct series of *Magic Photo*, *X-Ray Round-Up* was printed and marketed in one batch. Topps issued an album for the cards but curiously a stamp issue featuring the portraits was also issued as a premium by Baur's Aunt Hannah's Bread, a division of Ward Baking of New York City. These were issued in blocks of 25 along with a corresponding album page for each that was not at all compatible with the Topps album. This looks like another early Topps attempt to leverage one product through third party licensing associated with another. They would return to this practice in the 1950's and continue it in the coming decades.

There was no corresponding nickel pack for these two sided cards; instead a run of flip movies were issued in five cent packs as *Flip-o-vision*, possibly in response to a similar line of "flip cards" issued by Ed-U-Cards. Ed-U-Cards would also produce a card game called *Batter Up* during the year and their use of generic graphics allowed them to re-sell the same decks, year after year. This set also featured a paper playing field that Topps would make use of two years hence. It is worth noting Bowman had a competing flip book product as well.

*Flip-o-vision* would see Topps endure some legal difficulties, which would become quite common for the Shorins over the next three decades. Each *Flip-o-vision* pack held 10 three "frame" panels, which were to be taken apart and then reassembled (using a rubber band) into a short flip movie of 30 stills. Various productions reportedly had to be pulled for legal reasons and others substituted, resulting in a haphazard checklist that is full of holes to this day.

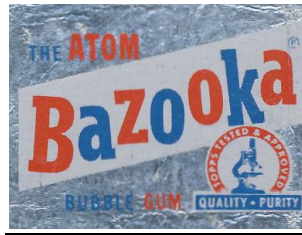
*Flip-o-vision* may have been a problematic product but it was promoted in conjunction with local theaters in New York City where a "Mystery Star of the Week" contest would draw in kids who, if they could match the star on their flip movie with the mystery star would receive a special prize. One would surmise the prize was another Topps product. The movie tie-ins also extended to *Topps Gum* as at least one card, advertising a movie called "Yes Sir, That's My Baby" (released in November 1949), was produced to resemble a movie lobby card, shrunk down to fit inside a penny tab wrapper. This may have been a one-off promotional campaign for the opening of the movie as there is no documented set of these cards known.

Topps was steadily advertising in 1949 on the radio, in subway and bus campaigns and in newspapers and magazines. Their marketing was second to none and they always seemed to come up with a gimmick to tie their product in with something else as they worked to carve out their share of the mushrooming confectionery market. Topps finally relaunched *Tatoo* for an encore in the fall of '49, in vending and



counter-top configurations, eschewing the tourist pouch for some “Carnival” themed marketing. Greeting cards featuring *Topps* Gum, *Tatoo* and other one cent tabs were showing up around this time as well. The biggest news of the fall though, involved another penny chew that would change the way the entire company operated.

In October of 1949, Topps introduced a penny tab of *Bazooka* and also around this time started printing comics on the back of the wrappers, which were still made of foil but were now pointing out the “purity” and “quality” of the product. Still working out the premium and sanitary package sealing angles, an inner wrap featuring premiums also was utilized and items such as baseball pennants, felt letters and whistles were offered. Such premiums would be staples throughout the 1950’s.



*Bazooka* one cent tab (author's collection)

Continuing with the circus theme manufacturing of a penny gumball called *Bozo* began in October of 1949, although the product itself seemingly dates to 1910 and may have been part of an acquisition that was ramping up after the war. The gumballs may even have been a Canadian import from O-Pee-Chee, a London, Ontario firm Topps partnered with for many decades. *Bozo*, which was unrelated to the famous TV clown who debuted around the same time, would be sold to wholesale jobbers in bulk and these brightly colored, candy-coated goodies ended up in gumball machines across the country, competing with better known brands such as Leaf's *Rain-Blo*. Once again Topps used its vast wholesaler network to distribute a new product and while it didn't get the press and attention heaped on *Bazooka* after the fact, *Bozo* was a success for the firm.

*Bazooka* was also selling like mad and Topps managed to procure some artwork from Willard Mullin, a well known New York sports artist, to adorn its wrapper interiors in a cross-promotional deal with the *Spalding Sports Show*. The *Bazooka* set repurposed amusing artwork created for a Sports Annual that was a significant promotional premium for a long running radio show. Mullin also did some work on another humorous series as Topps looked for a consistent comic companion for their bubblegum. That search would continue for another half decade, despite Mullin's superior abilities.

The fall of 1949 was proving quite busy at Topps as they released more and more cards. On the sporting front *Varsity* hit the racks right around the start of the football season. The first Topps set specifically themed to one sport, this was another penny tab issue that featured 100 college football players with brightly colored backgrounds on the front and a pennant from their school on the spongy, felt-like reverse. The timing of the set was such that sales were designed to peak at the playing of the Rose and Sugar Bowls on January 2, 1950. That decision may have negatively impacted sales by focusing on the end of the season rather than the beginning as Topps was clearly feeling their way on timing a sports themed product.

Topps was still not done issuing cards and more tiny tab sets followed as the weather got colder: *Stop n' Go* gum contained examples of *License Plates*, a very popular subject historically that featured a scratch

off feature on the back and was most likely a November release. A set of brightly colored plastic *Play Coins of The World* also was inserted into penny gum tabs labeled *World Coins* and marketed alongside yet another issue called *Flags of All Nations, Soldiers of the World*, a two-sided oddity of a set that featured austere flag drawings on a strange, silvery backing that was meant to mimic silk while well executed, bright and colorful drawings of the world's soldiers and warriors filled the other side.

*Flags of All Nations* was also briefly inserted with a new Fruit flavor of *Topps Gum* in what may have been a test of sorts. Topps Fruit gum tab wrappers are not well known today and their lack of availability does point to a potential test product. Perhaps Topps was seeing if they could still make a go of issuing *Topps Gum* commercially by including a card insert.

Not to be accused of standing still, the company also came out with mint coated "ammoniated" peppermint gum nuggets called, in a move designed to further their main brand name, *Topps Gum*. Sold in penny and nickel packs resembling *Clorets*, this gum and its marketing following a name change would eventually lead to Topps being sued by the American Chicle Company four years later. Topps also produced a new, hybrid version of Topps Gum for military rations, combining aspects of the old gum tabs and the new candy coated nuggets.

The final, frenetic pace of the last penny tab issues speaks to a larger dynamic though, as Bowman and Leaf were issuing larger cards than Topps. Topps understood the penny tab market and relied upon it to drive growth but quickly saw that they had to make their cards bigger and more colorful in order to keep pace. With all this going on, Topps and their little cards would need to grow up. Besides, it must have been a nightmare keeping all those tiny cards and coins in place in the vending machines and counter displays of the day, not to mention the kiddies could easily see which subject they were about to purchase, potentially negating additional sales in that elusive search for the "gotta have it" card.

Bowman in particular was riding high as their *Wild West* series was selling at unheard of rates as all those kids born before the start of the war were starting to look for ways to spend their allowances. Topps' main competitor had switched printers to produce this colorful set at Zabel Brothers Lithographers of Philadelphia. Zabel Brothers was a huge printer of sheet music and all sorts of other materials and took over all their presswork, leading to the golden age of Bowman card design.

Bowman also had their annual baseball series, which was rounding into form and were about to start a yearly run of football sets as well, after ceding 1949 to Leaf Brands. They had sued Leaf that year over 106 baseball player contracts and reached a settlement whereby Leaf would not issue baseball cards until 1951. Football cards though, were not produced via individual player contracts but rather were negotiated by the league and Bowman had a rock solid relationship with the NFL. Leaf for their part would not re-enter the sports card market until 1960 but showed signs they wanted back in during the mid 1950's.

#### 1950 & 1951 – Bigger, Better & Baseball

A metamorphic set called *Funny Foldees* was introduced for 1950, most likely right after New Year's, although its exact date of issue is a bit mysterious and it may actually be a 1949 issue. The cards, really made of thick paper rather than cardboard, had hinged tabs that allowed various mixing and matching of pictures and captions.

*Funny Foldees* were issued in an oddly sized format that measured 1 9/16" x 3 5/16" unfolded and 1 3/16" x 1 9/16" folded, an odd size for Topps at the time. The issue is largely forgotten today but its title matched



that of the gum, a sign that Topps was entering a slightly more mature phase of the product development and marketing cycle. As for their method of sale, a surviving wrapper shows a penny pack that was fully sealed on either end, marking a possible transition one cent pack between the penny tabs with their cards sticking out each end and the more familiar version designed for rural markets that contained baseball and other cards that were issued for a dozen years or so starting in 1952.

*License Plates*, *Play Coins of the World* and *Flags of All Nations* would see almost immediate reissue in 1950. The two reissued card sets were redesigned slightly and issued on cards that had an increased size of 1  $\frac{3}{4}$ " x 2  $\frac{7}{8}$ " while the coins remained unchanged except for some mixing of colors. The card sets are the only two Topps issued with these measurements and they may have been sized to fit on the sheets that had been used in printing the penny tab cards. The scratch off feature of *License Plates* remained but the reverse was more colorful than the prior year's release and the fronts clearly marked this as a 1950 issue.

*Flags of All Nations* would see a semi-rebranding as *Parade* while the well-rendered soldiers and warriors of 1949 oddly gave way to simple line drawings on the reverse but with more colorful flags on the fronts. Both reissued sets were also sold in horizontal panels of two easily separated cards, with three panels going for a nickel in elongated packs, in addition to the one cent versions. Topps would issue a number of sets in panel form over the next three years as they slowly developed their strategy to sell most of their gum for a nickel or more per pack.

The *Play Coins of The World* reissue saw a bagged format that was advertised with the 1950 *Flags of The World* cards. A lollipop box was also issued with seven coins per package, remade from pure plastic to foil covered cores (still plastic) but dubbed as "metal" and which contained twelve pops. This package was called *Play Money Pops* and may have been a way to repurpose a slow selling set that left Topps on the hook for raw materials and looking for a way to recoup some of their loss. It retailed for 29 cents, a strong price for the time.

This reveals a larger problem Topps was having, namely that returns from wholesalers were mounting. The early spring of 1950 saw trade ads advertising boxes of 92 "assorted novelty packs" containing a mix of penny and nickel packs, all originally released through October of 1949, offered for one dollar, which implies a healthy assortment of nickel packs was included to allow a profit for the purchaser. Topps would often resell returns in later years as part of their standard business model but the fact they were doing so in 1950 shows a creative flipside to a problematic issue. Sales were about to dramatically improve but returns and overstock would be a problem that never went entirely away.

Charles Zubrin, promoted to Sales Director of Topps' Automatic Merchandise Division began adding traditional candy and gum distributors to their network of tobacco jobbers and by the late spring had more than tripled that branch of the wholesale network to include over 25 of them. Much of this increase was in large part due to the firm's presence at the first American Coin Machine Manufacturer's Association convention, held in Chicago in May and which experienced overflow attendance. The postwar boom was spreading to their "automatic," or vending merchandise, which was rapidly being driven by the sales of *Bozo* gumballs and *Bazooka*. Licensing though, was going to be the primary engine driving growth in 1950 and would manifest itself in robust over-the-counter sales.

Despite all the gumball shipments, trading card inserts and *Bazooka* bubbles, Joseph Shorin must have cast an envious eye toward Philadelphia, where Warren Bowman was issuing his annual sets of baseball and football cards in series after series along with his other sensationalized offerings, ably assisted by George Moll and his advertising agency. After slowly transitioning from black and white artwork to the use

of block color in 1949, Bowman was taking a nod from the colorful illustrations of *Wild West* and used similar, finely detailed illustrations for their 1950 baseball cards.

Wanting to sell a major league baseball product and knowing that Bowman's baseball contracts, which were obtained through outside marketing agencies, not only prohibited a player from signing with another gum company but automatically renewed for the following year, Joe Shorin, with the help of his lawyer Larry Wien, set up a marketing corporation called Players Enterprises to act as Topps' agent in July of 1950. The Players Enterprises contract gave them the sole right to use the names and likenesses of the players for a period of three years and stipulated that, while a player's prior rights under existing contracts would not be voided, he could not sign with another company for those three years. The contracts allowed for the sale of picture cards with candy in 1951 and added gum to the possible products contemplated for 1952 and beyond. Bowman meanwhile, had the contractual right to use a player's name, photograph or likeness and biographical sketch on their cards when sold with gum.

Bowman though, was not going to give in and starting in August included the word "confections" in their list of excluded products for other manufacturers for players who signed on with them through their marketing agent. The contractual wording used by Players Enterprises would eventually provoke a lawsuit but the battle over baseball would not really begin until 1951. Topps still needed to secure a current licensing deal that would allow them to get some cards into the shops immediately. For this, they looked to the American West.

The biggest story in marketing during 1950 was that of an aging cowboy named Hopalong Cassidy. Hoppy fever began spreading in the U.S. in 1949 as William Boyd, the star of the long running movie series, gained control of the back catalog of short films starring himself as Hopalong. A radio program quickly mushroomed into a TV series on NBC, initially airing in New York, where roughly half of the TV sets in use at the time had been purchased, before going national. Existing Hoppy films were edited down and fit into shorter formats until new episodes could be produced and with New York at the forefront, the Shorins would have gotten an early taste of the first real TV-spawned craze. By the summer of 1949 new Hopalong Cassidy shows were being broadcast and less than a year later Topps had obtained a license to produce a set of Hoppy cards featuring Boyd and his frontier pals and had the Solomon and Gelman art agency create a card set.

*Hopalong Cassidy* was released by Topps in a Bowman-esque grouping of cards governed by movie titles. Issued as one long series, the eight "episodes" were each identifiable by a tint color distinct to each episode. The cards were even printed in a new size, 2 1/16" x 2 15/16", the better to compete with Bowman. The wrappers of both the penny and nickel packs even had a new tagline to boot: "Save 'Em Trade 'Em."

Hoppy had some real oomph in its sales and the cards even found their way into Bond Bread, a single card and gum helpfully wrapped up by Topps in a snazzy looking wrapper. Not to be content with just bread, a deal was also struck with the Buzza Cardozo greeting card company to affix penny packs of *Hopalong Cassidy* to greeting cards.

Topps also included header cards for each series of episodes with a foil front bonded to a cardboard back, quite possibly testing out a new material from Milprint. Sales of *Hopalong Cassidy* were robust enough to warrant a high number series as two additional episodes were pictured, this time with garish bright colors that made Hoppy and the gang look like pop art pioneers. Hoppy would also live on in a ten cent "saddle bag" of candy, a series of lollipop boxes, released in time for Halloween and which was competing with a multitude of other, similar products in the marketplace. Topps' entry was well-timed as Hoppy followed the standard arc of popular crazes and would flame out a couple of years later.

After Hoppy rode off into the sunset, another set showed that high adventure was not limited to the Wild West. Slowly dying from cancer, Frank Buck, the legendary explorer renowned for his ability to film and capture animals in the wild and “bring ‘em back alive,” was being feted in his final days and national attention was high. He died on March 25<sup>th</sup> and his estate subsequently struck a licensing deal with Topps. They issued a 100 card set called, appropriately enough, *Bring ‘Em Back Alive*. Mimicking a Gum Inc. set put out by Warren Bowman’s pre-war confectionery concern, the cards were designed to look like the colorful Bowman offerings currently in the market.

Topps also managed to issue two holiday themed boxes of lollipops for the Christmas crowd in their early days: *Rudolph Pops* and *Santa Pops* were sold at the 29 cent price point established by *Play Money Pops* earlier on the year. These were products of Topps Candy Division designed for the variety store trade and seem to have been reissued in 1951.

Of interest to collectors of Topps and Lone Ranger items was a 120 card set of the masked lawman issued by Ed-U-Cards but which were almost dead ringers for the Hopalong Cassidy high numbers, front and back. The *Lone Ranger* cards were clearly designed by either Topps or Solomon & Gelman and its possible the sleeves they were sold in (15 cards per sleeve, in panels of three and obviously with no gum) influenced a later Topps effort to sell the “educational” aspect of their cards with the Trading Card Guild.

Topps then released a topical set near the end of 1950. *Freedom’s War* focused closely on the Korean War, which had only commenced at the end of June. Additional themes in the series, which consisted of a half dozen subsets --somewhat skip numbered to encourage the kiddies to buy more cards by leaving gaps in the groupings--illustrated such pertinent topics as “Canada At Arms” and the “Arsenal of Democracy”. But it was “Battleground Korea” that dominated the offering, with well over half the set devoted to the latest conflict ensnaring America.

*Freedom’s War* was a smash and with exciting artwork and photos obtained from the military, likely at little or no cost, it caused a sensation. The first series went through at least three printings and a second series saw a minimum of two. The set was marketed in Canada as well as Topps was growing their international presence as part of their overall strategy and the “Canada at Arms” subset may have been a reflection of this. Based upon the subset skip numbering and contemporary reports, Topps planned to distribute a third series but ran into opposition as the set was cresting.

A large scale protest organized by a group called The New York Veterans for Peace caused *Freedom’s War* to be pulled after some demonstrations at Bush Terminal and a corresponding letter writing campaign caused Joe Shorin to conclude it was “bad for business” to continue with the set. Bowman had been forced to play catch-up with Topps for a change and issued a truly classic set called *Red Menace* that also upped the card size ante. Bowman had the same problems as Topps though with parents and veterans groups and eventually pulled *Red Menace* from distribution.

At the time these two sets were being pulled, Topps seemed poised to issue another war-themed set called *Fighting Marines*. The boxes for the set display a 1951 copyright but the cards seem like they were delayed until 1952, something not unheard of with Topps as issues sometimes would come out a few months after the copyright was obtained. It seems likely with this set though, that Topps temporarily shelved the issue in the wake of the *Freedom’s War* controversy. The *Fighting Marines* cards would be issued in a larger size that had debuted in 1951 with *Magic Football* and *Ringside*, a size that would last for a couple of years but eventually be phased out as a larger dimensions became the default in the ongoing battle with Bowman.

By this time, some of the remaining *Freedom's War* cards were shipped overseas where a similar controversy to the one back in the U.S erupted in Sweden. This fledgling expanded international sales strategy would soon be a key component of Topps marketing plans and 1952 is the earliest year that can be identified where those efforts that went beyond Canada. *Freedom's War* seeing distribution in Sweden may have been relatively isolated as the nation was somewhat hostile to the U.S. and NATO at the time but it does illustrate how Topps would end up dumping unsalable product overseas and be able to generate publicity even in the midst of a public outcry.

Bowman was able to ride out the war cards debacle as they were having huge success with *Jets Rockets Spacemen* and continued to move millions of baseball cards. While Joe Shorin went on to tell the press that more *Bring 'Em Back Alive* cards would take the place of *Freedom's War* in the stores, Bowman was riding a three-series release with *Jets Rockets Spacemen*. Shorin's news about a substitute set however, was a reference to a series that ended up being called *Animals of the World*, sold with a gum called *Zoo Animals* and which blatantly picked up the numbering of *Bring 'Em Back Alive* without continuing in the same style.

*Animals of the World* was, in fact, a much more sedate affair than anything that had come previously and the whole series smacks of a rush job in the wake of the *Freedom's War* fiasco. It certainly was not the typical, sensationalized Topps product of the time. The additional 100 cards featured paintings by an artist named Mary Baker, who was widely known as an illustrator and were most likely licensed, printed and issued in a very short time frame. Many if not all of the cards featured illustrations that Baker had previously published in a well known and popular book written by William Bridges called *Wild Animals of the World* that came out in 1948.

Topps took their time with another series that was far more important to their long term development plans. True or not, Topps PR releases would give Abram Shorin the credit for a thematically interlocking series of baseball cards that would debut in the spring of 1951 and one of their big problems was how to obtain photographs of the ballplayers. As it turned out, another company called Russell Publishing had signed 248 players to contracts, starting a couple of months earlier than Topps had in 1950. Russell Publishing's contracts gave them the right to use player's name, photograph and biographical sketch on a series of flip books, cards and labels, albeit excepting products issued with gum. The contracts ran from October of 1950 for a period of one year, with an option to renew for another year.

In December of 1950, Topps "obtained" an exclusive license from their own agency (Players Enterprises) for the player's rights to be used in conjunction with the sale of candy in 1951 and candy and chewing gum in 1952. Then, in April of 1951 Players Enterprises bought Russell Publishing's ballplayer contracts in a merger of sorts. That same month Topps, presumably using the photographs previously licensed by Russell Publishing, issued their first sets of baseball cards.

Now commonly referred to as *Red Backs*, a "deck" of 52 cards was offered for sale under the rubric of *Baseball Candy*. The cards had the same dimensions as *Hopalong Cassidy* and *Freedom's War*, et al. but featured rounded corners and were sold at first in three configurations. One was a panelized format of two cards that were packaged with a themed series of elongated stand-ups known as *Connie Mack All Stars* and (eventually) a similarly sized team card; all sold with a huge slab of caramel for a nickel. A penny pack containing a single card from the deck plus a piece of caramel also was marketed. Both types listed the manufacturer as Topps Candy Division. Topps meanwhile, closed their Chattanooga plant in 1951 so the caramel was a Brooklyn product.

The third configuration was sold in bright red cellophane packs with two front windows that had debuted in 1950, designed to hold eight panels of cards and which listed Topps for Toys as the manufacturer in the

fine print on the reverse. The front of each wrapper however identified a company called Trading Card Guild, or TCG as the logo showed, a clever use of the Topps Chewing Gum initials and a carefully crafted legal move as it turned out, since the packs only contained cards and no confections. These bigger packs sold for a dime and seem to have been designed with rival Ed-U-Cards in mind, as the pack graphics stressed the educational angle.

All of the photos used in *Baseball Candy* were of the black and white variety, while color accents gave the cards some life. The card deck could be used to play a simple game of baseball and each card had a result such as "Single" or "Out" printed on it. Topps selected 52 players they felt had iron clad contracts with them and were proven correct in their assessment as none of these players had to be pulled from the set. It is entirely possible these were the only half of the 104 players planned to be issued that Topps felt confidence in at first and they were using only those players who had signed with both Russell Publishing and Players Enterprises. With the candy product described in the contract now covered, Topps turned to the merchandise side.

The *Connie Mack* cards were an outgrowth of the celebration of Connie Mack's 50<sup>th</sup> year of managing the Philadelphia Athletics and his all time team was to be portrayed. An easy way to garner the publicity already surrounding Mack, the use of old timers allowed Topps to avoid using current players. In addition to Mack, there were three pitchers, a catcher, four infielders and two outfielders portrayed. Missing was Ty Cobb, who refused to give permission for his likeness to be used and which led to the unwieldy inclusion of a third pitcher instead. This would be only the beginning of myriad headaches for Topps associated with *Baseball Candy*.

The team cards, with photos provided by each club, would suffer from immediate problems. Only nine of sixteen teams would be produced and while was no mention of this set in the lawsuit about to be filed by Bowman, it is likely the missing seven team cards either used likenesses that were deemed by Topps' lawyers as too risky to issue or that the teams would not provide them with a suitable photo. The cards were selling though and the *Red Backs* would ultimately see multiple printings. Bolstered by the sales of *Baseball Candy*, Player's Enterprises worked to sign players to contracts that would cover the 1952 season and beyond and which called for the sale of cards with gum. Joseph Shorin as a *fait accompli* then put Sy Berger in charge of the 1952 baseball card project.

Berger was dispatched to the major league clubhouses in New York City to sign up players for the next year's series. He had a built in advantage as his father-in-law, Jerome Karpf, was Managing Editor of the *New York Evening Post* and Sy was able to wrangle some clubhouse passes without much fuss. Berger had a further advantage over the local Bowman representative, who was a woman named Joan Crosby and therefore could not enter the exclusive male provinces of the clubhouses. An Art Flynn Associates rep named Jack Tanzer was also instrumental in some Bowman signings and there was a relaxed enough relationship with some players that their contracts were handled through the U.S. Mail. Joan Crosby worked the New York, Philadelphia and Washington area, presumably also including Baltimore while Tanzer's territory remains unknown; presumably he covered the remaining cities that Crosby did not, although Art Flynn Agencies representatives may have supplanted her entirely in mid 1951.

Access to the clubhouses though, did not ensure a player would talk with Berger, let alone sign a contract so he turned to Turk Karam, a former minor league ballplayer who scouted the New York metro area for the Dodgers and a handful of other teams, for help. Karam, who was known to many of the area ballplayers, was able to make many of them feel comfortable enough over the next couple of months to sign with Topps.



Turk Karam, from 1962 Topps Rookie Banquet Program (author's collection)

Berger would eventually earn the players' trust (Jerry Coleman of the Yankees is the best known early example of this) and become a well known figure in baseball circles but Karam's assistance was vital in allowing that bond to develop and he would remain associated with Topps for many years.

In the midst of all this, Warren Bowman resigned or was pushed out from his company in May and subsequently moved to Florida to develop real estate and start a food packaging company. This was probably the result of a dispute with his board, mirroring an episode in the late 1930's when he was ousted for a spell by a Gum, Inc. director. The timing also suggests it could have been related to a disagreement over how to pursue Topps legally. Bowman's departure could even have resulted from the negative *Red Menace* publicity that was ongoing at the time but it seems a shocking move in retrospect, no matter the cause.

Consider, Bowman was issuing a classic set of baseball cards in 1951, even though they borrowed artwork from their 1950 offering for many of the pictures. The 324 baseball cards they were producing would prove to be their biggest issue of all and they had beefed up their card dimensions as the ongoing game of one-upmanship continued with Topps. Why then would Warren Bowman leave his own company at this point unless he was forced out by the board?

By the time Topps' *Red Backs* had hit the streets Bowman already had 340 players signed and they would use the fine print to winnow down the number of contractual exceptions their stable of players could rely upon when it came to baseball cards. Topps though, worked the fringes and exploited the usual high rate of turnover on the major league rosters and managed to sign an additional 283 players to deals for the 1952 season, suggesting Berger and Karam were really hustling to make things happen. Payments of up to \$250 per player were also of help, no doubt, although non-exclusives got just half that figure.

The new Topps contracts had a one year renewal clause as well. They still had their prior Players Enterprises contracts in place with options exercised and also the Russell Publishing assignments that had been acquired in the merger with that firm. Topps was now flush with ball players for next season but many of them had signed two or more competing contracts within the last few months. Bowman was not going to let Topps into what they felt was their exclusive market without a fight and on April 17<sup>th</sup> their lawyers had sent Topps a letter that asserted Bowman Gum Inc. held prior contractual rights to players depicted in the *Red Backs* set, specifically Jerry Coleman, although several other players were cited as well.

June saw another release of Topps baseball cards, this time featuring *Blue Backs*, with the fronts clearly indicating it was a separate series from the first and with another 52 players depicted, presumably the

balance of those signed to iron clad contracts for 1951. Still sold under both the *Baseball Candy* and Trading Card Guild names, the former also came with a set of *Major League All Star Stand Ups* that ended up short of a team by three or four players. Three of these “missing” subjects were actually produced and then pulled, creating extraordinary rarities, all with ties to Philadelphia, the home of Bowman. The fourth, which logic would dictate should have been a manager (and quite likely the Phillies’ Eddie Sawyer – who had seen his club eke out a National league pennant in 1950), was either pulled due to a contract dispute or just eliminated to have the set count match *Connie Mack’s* eleven. The possibility of Topps treating the smaller *Red* and *Blue Back* cards as inserts with the larger cards as part of a legal ploy certainly exists as well. The *Baseball Candy* packs also contained team cards and the slab of caramel but a problem was developing.

The way Sy Berger tells it, the gloss, or “varnish” on the *Red* and *Blue Backs* was reacting with the caramel (or, as Sy often called it, the “taffy”), turning it rancid and sickening children. This is odd, considering the candy was wrapped separately but in this scenario Topps blamed their printer and allegedly sued them for damages. It seems much more likely though, that Bowman hit them with an injunction over the inclusion of certain players in packs containing confections and that Topps elected to or was forced to stop selling the cards for a period of time until they could determine the best way forward. Whatever the true story, it halted the momentum of *Baseball Candy* cold and turned a complex, highly integrated and carefully planned issue into a mess.

Stuck with inventory, Topps eventually decided to issue penny packs with two *Red Backs* or two *Blue Backs*, separated and sold without candy, called *Doubles*. They held these back until 1952 though, perhaps as a hedge against being shut out of the market with newer product. The manufacturer on these was listed simply as T.C.G., perhaps the only time three different makers were shown as issuing the same set of baseball cards. The ten cent cello packs would certainly have remained on sale as they came without candy but the *Stand Ups* –especially the *Major League All Stars* – and team cards don’t seem to have endured the transition, given the survival rates today. At one point after the initial run had been printed, Topps even added the year 1950 to the Team Card captions, which certainly smacks of legal maneuvering. It also seems probable, based upon the scarcity of the three larger *Baseball Candy* sets, that existing stock already with the jobbers was pulled.

By this time Bowman had sued Topps and Topps had counter-sued Bowman over the various player contracts and the products sold with cards. Bowman even tried to convince the courts that they were the holder of the trademark for “baseball”, a dubious assertion that was rejected. The litigation was just beginning though, a contingency Joseph Shorin had planned and hoped for and which was in reality a central part of his strategy in selling baseball cards.

*Topps Gum* was another casualty, winding down in 1951 and by 1952 seemingly phased out as a gum tab or traditional mint nugget in the retail and vending trades. Their Change-maker gum tabs were being transitioned around this time into a product produced solely for the U.S. Military, where their peppermint tabs would be staples of field ration and naval survival kits and ship’s stores during the 1950’s even as *Bazooka* slowly took over the armed forces gum segment. The *Topps Gum* brand would continue on in a green, nugget sized, candy covered format and would still be marketed to the adult segment under the name of *Clor-aid*. The retailer certificates would soon reflect this, slowly eliminating *Topps Gum* references, coupling and then replacing them with a nod to *Bazooka*. Indeed, the success of the latter made it an obvious switch. A colorful, *Chiclets* sized fruit gum called *Block Busters* also debuted this year and was aimed squarely at the kiddie market but it would not sell too well.

A boxing set, sprinkled with a handful of wrestlers also saw daylight in 1951. *Ringside* was issued on yet another larger sized card measuring 2 1/16” x 2 15/16”. Two series of 48 cards were issued, in singles and



panels and the set is quite well rendered. Leaf Gum had issued a set of boxers in 1948 and a handful of pugilists had appeared in various subsets from both Topps and other manufacturers but boxing cards were not too prevalent in the confectionery trade and there would be no further sets of this kind for decades.

It's difficult to tell but *Ringside* probably came out before another sports themed set. As fall approached Topps issued a set of cards in the new size called *Magic Football*. Using the scratch off feature on the backs again --the "magic" part of the equation-- *Magic Football* totaled 75 subjects, all of them from the college ranks. There were intense and odd colors on some cards, a little reminiscent of the *Hopalong Cassidy* high numbers but the set was a big part of the Topps raising their visibility heading into 1952.

Before Topps could wrangle with Bowman over baseball they first had to make sure they had a surefire winner to do it with. After the 1951 World Series was over, Sy Berger, fresh off his labors in the major league clubhouses, was given the incredibly important task of designing the baseball cards for 1952, a sign of how highly regarded he now was within the firm. To assist Sy, Joseph Shorin turned to their art agency, Solomon & Gelman and hired their principals to come in house to work with Berger on the set. Gelman came in as Director of New Product Development and at his insistence Ben Solomon was christened Art Director. Shorin's pitch? Work for me or lose the account!



Woody Gelman and Ben Solomon (courtesy Robert Edward Auctions and Lois Grabash)

### 1952-Giant Size Headaches

Woody Gelman had already spent a good part of his life cataloging a huge swath of American popular culture in a process he referred to as "image retrieval" when he began work on the 1952 *Baseball* set. With a vast library of paper ephemera and his inexhaustible knowledge of hundreds of old card designs and graphics, Gelman was an ideal choice to work with Berger. Berger had a few ideas of his own and from the start of the project both men worked with the knowledge that they had to make a splash with these cards. So each night after work they would repair to Berger's humble abode to brainstorm and plan, with a looming deadline far closer than either wanted to think about.

In order to grab the attention of the buyer, Berger and Gelman began with more real estate. They came up with a much bigger card than Topps was using at the time, one which would measure out at 2 5/8" x 3 3/4" and provide a working area that had sixty percent more room to work with than in 1951. Gelman went to work on refining the fronts while Berger toiled to come up with a card back that included each player's statistics from both the prior season and his lifetime, along with a brief biography and vitals. Given the vast uncertainty about the project in terms of legality, cost, time and sales, Berger allegedly elected to just say "Past Year" instead of 1951 when displaying the stats, thinking that they could sell the cards past their intended expiration date if the need arose. Sy also wrote the player biographies.

The fronts were given bright colors but a variety of pastels, washes, bold colors and geometric shapes also showed up in the backgrounds. There is a huge variety in these background graphics, especially in the earlier series as Gelman mined his archive for inspiration. Berger apparently came up with the idea for the player's autograph to appear on the name plate and proposed the use of each team's logo on the

cards. Gelman seemingly designed the little stars bordering the name plate and over the course of a couple of months a classic look was created.

Black and white photographs were enhanced with Kodak "Flexichrome" dyes then processed in a darkroom using a convoluted process that produced stunning colors. Flexichrome technology worked well in the production of trading cards and was a process that Topps would use for many decades. The name plates, autographs and team logos were then pasted onto the Flexichromes for the reproduction of images used in the set, as high tech mingled with low tech to produce an aesthetically pleasing result.

The 1952 baseball set was designed to be issued in four or perhaps five series originally, spaced about six weeks apart. While the number of series was predetermined, the size of each beyond the first likely was not and there is some circumstantial evidence Topps did not plan to issue more than 250 to 280 cards despite having more contracts than that in hand. They also had their penny packs of *Doubles* to unload.

The inaugural series was set at eighty cards, proofed during the second week of February. Once the colors and registration were green-lighted, the first cards came off the presses at Lord Baltimore Printing and were shipped in uncut form to Bush Terminal on large pallets. There Topps inserted the gum and wrapped and boxed the cards, all timed for release in the New York metropolitan area at the beginning of March and the start of spring training; regions farther afield would get the cards a bit later than New York.

Coordinated advertising campaigns under Ad Manager Mitch Diamond were rolled out and a huge cooperative promotion with Woolworth's was arranged. Available in penny or nickel packs, with brightly colored green and red wrappers trumpeting the "Giant Size Cards" within, sales took off - the cards were a smash! A second run was that corrected some errors was printed and then a third, which changed the primary color on the reverses from black to red, likely due to some quality control issues. This all happened before the second series came out in April, which was then unleashed like a gusher. The cards were selling so fast Topps was forced to use different card stock within the second and third series to keep up with demand.

As series one was flying off the shelves, Topps was handed a major victory by the U.S. Court for the Eastern District of New York. Bowman's claims of trademark infringement (for "baseball"), unfair competition and impairment of contract rights had been heard by the court and on March 31<sup>st</sup> the decision came down. In a ruling that addressed the mechanics of issuing baseball cards in 1951, Judge Galston wrote that Bowman had no trademark for the word "baseball" and that Topps had not engaged in unfair competition.

The judge, relying upon existing New York law then concluded that the players had given Bowman, through its agent, a personal right to use their images for matters of advertising and that this was a statutory right. Further, this right was non-assignable and as Bowman had pursued a legal strategy asserting that the rights they had under contract with the players were property rights and therefore assignable, Judge Galston ruled that they had not sustained a cause of action for impairment of contractual rights for advertising purposes. The decision went on to state that the rights granted to Topps and Bowman by the players would stand on the basis of the contracts. In other words, the contracts were with the players, whose ultimate rights did not transfer to the companies, so neither company could pursue claims against the other for actions of the players. Whichever company had a valid contract with a player had the right to use that player's likeness and exclusive contracts would be determined by the earliest date signed for periods that overlapped. While victorious, Topps had to know a second suit would follow at some point.

Outside the courtroom, variety stores and corner groceries were selling mountains of Topps baseball cards. The second series had fifty cards, which was followed by third and fourth series with sixty cards apiece. Following the planned release schedule of six weeks separation between series, this puts 250 cards on the streets around late August. A fifth series of 50 followed but was printed in lesser quantities than the prior four. Topps seemingly had learned their lesson from the 1949 *Varsity* set as to the proper time to end the sale of a sports issue and it appeared too they were running out of subjects. Even a cursory look shows the star power of the fifth series was decidedly lacking as newer, greener players and even some managers started to appear. Despite this, Topps went ahead with a last, or “second series” that had some big time local players such as Jackie Robinson, Pee Wee Reese and Bobby Thomson portrayed within. There were enough big names to suggest they could have been waiting for the end of the season (and the expiry of Bowman’s period of exclusivity for 1952) as well but it’s unclear if that is what happened.

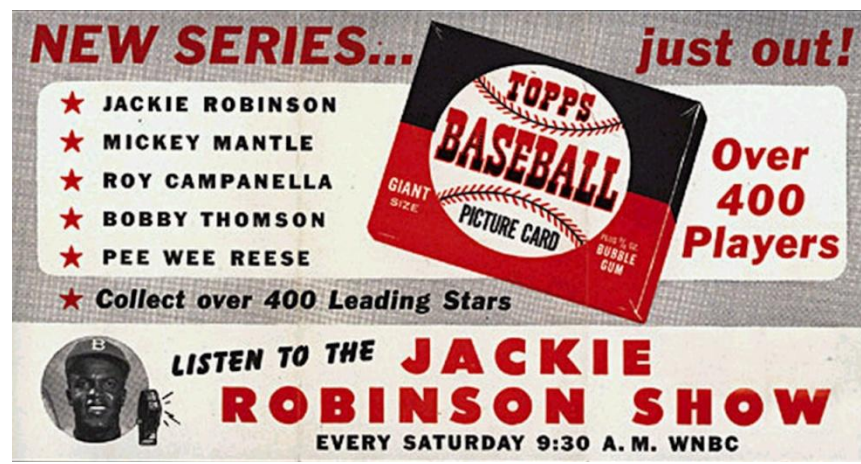
The sixth series of baseball cards shows signs of being a rushed affair; a common flaw created numerous crooked nameplates which showed just how quickly things were moving as Topps was usually more meticulous about such things. Many no names, new names, coaches and managers were included in a 97 card series that saw three double printed cards (Mickey Mantle, Bobby Thomson and Jackie Robinson), all sold in a wrapper that was now blue and red and which was advertised specifically as a new series in order to entice weary buyers. Topps managed to include an additional group of hall of famers in the high numbers and was reportedly paying double the going rate in order to add some stars to the final run.



1952 *Baseball* on display at Woolworth's Fordham Road Store, Bronx, New York (unknown source)

No less than 16 hometown Brooklyn Dodgers were granted space in the sixth series and 35 cards show players and coaches from the three New York teams (12 Giants and 7 Yankees also appear). There are also 14 Boston players (9 Red Sox and 5 Braves) so over half the high numbers portrayed players from just two cities. Pittsburgh had 10 players, Cincinnati had 9 as did Chicago (all Cubs-there are no White Sox in the high numbers). That's 77 cards for five cities covering eight teams. The two Philadelphia teams total 7 cards (4 Phillies, 3 Athletics), St. Louis has 7 as well (4 Cardinals, 3 Browns). Cleveland and Detroit between them get 5 (3 and 2 respectively) and the Senators got one, a very lonely Connie Marrero. This means 20 cards represented five cities and seven teams on the opposite end of the spectrum.

While there are hints in the hobby of penny packs containing high numbers, the overwhelming evidence is that they were solely retailed in nickel packs and only in a few locales. New York City and Boston probably got the bulk of the cards but a bunch made their way to upstate New York and Canada while the series was "live." The entire high number experience was haphazard and Topps was left with truckloads of returns. Some of these were shipped off to Venezuela and probably a few other exotic locales as well. Even then there were literally tons of leftovers and Sy Berger and the Topps sales force allegedly tried for years to move the cards in various schemes, each portrayed as more desperate than the last.



1952 Topps "Second Series" ad shows local New York players (courtesy John Moran)

Still, the new card size had left Bowman reeling. Their 1952 baseball set was a lot like their 1951 offering and had been advertised as being over 400 cards (only 252 were produced) and while quite attractive and well executed, it was not modern looking, whereas Topps had come up with something that was state of the art. Bowman's 1952 football cards initially started out the same size as their baseball cards and still featured their usual well rendered but slightly stodgy illustrations but things would not remain that way.

The sales figures for the 1952 baseball cards show just how quickly Topps was growing. After Bowman's "baseball card gum" outsold them in 1951 (\$973,000 vs. \$200,000), Topps sold \$800,000 worth in 1952 (plus a small fraction of that in vending and Trading Card Guild sales) against Bowman's \$731,000. The Giant Size gambit had paid off for Topps very quickly.

Bowman by this time was a division of Haelan Laboratories, a name change agreed to by their Warren Bowman-less board of directors in late April, following the decision from the court in their case against

Topps. Haelan was trying to break into the burgeoning chlorophyll gum market and a scientific sounding name no doubt was part of their master plan. Their president was now a fellow named William Savage but some corporate maneuvering was clearly afoot at Haelan.

A wealthy Philadelphia businessman, John Connelly, was named to the board in late summer, following a merger of his firm with Haelan Laboratories. As President of Connelly Containers, which almost certainly manufactured the shipping cartons used by Bowman, he had started out in 1942 originally calling his company Corrugated Products & Graphics. He was joined by James Davis on the board; these gentlemen replaced two directors who had resigned. John Connelly would soon prove to be a key, if fleeting figure in the bubble gum wars.

Reacting to the Giant Size Topps cards, Bowman countered and retooled their 1952 football set while it was still in production and issued a larger sized card just 1/8" narrower than Topps' Giant Size game changer and which was otherwise an exact replica of their smaller set. Bowman was going to fight Topps in a battle of cardboard "giants" but this mix of sizes may have been confusing to their young consumers. While the larger size was going to give the kids of the early 50's some truly wonderful looking cards, they would not be the sole medium at Topps.

*Fighting Marines* was probably the next set issued by Topps in 1952; it may have contained some art originally intended for *Freedom's War* as the entire 96 card run features official U.S Marine Corps photographs and artwork, following a similar path as the earlier set, which had official U.S. and Canadian Army photos in addition to some really fantastic artwork. The lack of any more sets issued in panels of two after *Fighting Marines* suggests that the strategy was abandoned, even though some smaller-sized sets would still be made. Given the amount of mis-scored and miscut cards that came from these panels, the move seems like a natural one.

*Fighting Marines*, like *Freedom's War*, would see extensive distribution in Canada as Topps had started engaging O-Pee-Chee to distribute their cards around 1950-51. Topps would ship uncut sheets of cards to O-Pee-Chee's plant where they would be cut and wrapped with gum for sale in Canada. O-Pee-Chee had their own network so there was a built in distribution system once the cards were packaged. This arrangement continued until 1958, when O-Pee-Chee began licensing the cards directly from Topps for printing in Canada. O-Pee-Chee eventually sold these cards under their own name and their relationship with Topps would continue until 2005.

Topps also had to come up with a product that appealed to the less violent nature of things and they did just that with a classic set called *Look 'n See*. *Look 'n See* featured richly detailed painted portraits and shared many obverse design elements with the 1952 baseball cards but was issued in the smaller size associated with *Magic Football* and *Fighting Marines*. The set did not feature panelized cards but their size may have been a case of Topps hedging its bets or even a cost cutting move. No matter, the set was immensely popular and featured yet another overlay ready reverse, where a piece of red cellophane was used to reveal a quiz answer related to the celebrity or historical figure depicted on front.

Seventy five *Look 'n See* cards were released in a first series that sold well enough to warrant a 60 card second series that was released in 1953. The set had a very long shelf life and its surprising Topps didn't release a third series. It seems plausible that this card size was being phased out and a decision to just go with the two series could have been made.

Capitalizing on the latest "health" craze to hit the country, chlorophyll products were mushrooming onto shelves and store counters across the land and Topps was going to take full advantage. They had introduced *Clor-aid*, which was the reconfigured *Topps* Gum marketed as green nuggets, in the summer of

1952. Selling for a dime, these little pieces of gum were another product aimed at toppling a larger, well established competitor but American Chicle, the target this time, was a far bigger and more powerful company than Bowman.

Another Giant Size set, both in execution and subject matter, simply called *Wings*, was issued as 1952 was about to be lifted into 1953. *Wings* featured 200 cards of airplanes, helicopters and all manner of flying machines. Series one, with 100 cards came out in 1952 and was also released in Mexico, similar to the US version but with the backs in Spanish, the first real example of Topps marketing south of the border. Topps played some tricks with the latter half of the series and there is photographic and the empirical evidence showing that the final 100 cards were issued in the spring of 1953, probably in two series of 50 each. 1953 was going to be a pivotal year in the ongoing survival of Topps Chewing Gum and they had a few ideas that would boost new sales through some very old and shady tactics.

#### 1953-Lawsuits Galore

With the frenetic pace of 1952's issues behind them, 1953 brought a more planned out production cycle to Topps. *Wings* was selling well and when the third series was introduced it consisted of 50 cards but with a very devilish twist. Instead of two, consecutively numbered 50 card series finishing off the set, the last two groups of fifty cards had two holes apiece. The first grouping lacked two numbers from #101-150 and the second grouping had a matching couple of spaces. Two cards from the last series were tacked on to the earlier series and the two "missing" cards from the prior series ended up in the last one. Pretty sneaky but Topps was doing a lot of devious things in early 1953 to boost sales.

They were also busy defending against the latest suit from Bowman, now with Haelan Laboratories identified as the plaintiff, in an action alleging inducement of breach of contract by Topps. Just before the year's baseball cards were due to be shipped the trial judge dismissed the complaint but Haelan Labs filed for a rehearing. While the appeal was being heard, the baseball cards from both firms hit the racks.

The year's baseball cards from Topps would feature painted portraits at a time when photography was overtaking illustration. While it's a move that seems a little curious in retrospect, Topps may have been trying to skirt Bowman's contractual restrictions simply by eliminating photographs and using paintings. The design may have solely been intended to pass muster legally but it resulted in a classic issue. While expertly rendered, Topps' painted look would have to compete with Bowman's stunning cards that featured nothing but Kodachrome photographs on the front. Following the lead of the classic 1952 Topps set in design and using their newly enlarged card size, Bowman had one-upped their primary competitor with perhaps the single most renowned look of any post World War 2 card set. Their spokesman for the issue, Joe DiMaggio, whose likeness would appear on the packaging in 1953, was quoted on the retail display box as saying "Best cards I've seen."

Topps, with fewer players under contract than in 1952 and still smarting from the lack of high number sales, planned to issue a smaller series of baseball subjects in 1953 but started off with yet another dirty trick. The first series of cards would be numbered from 1-85 but Topps left five open spaces, mimicking *Wings*, to be searched for in vain until the next series was issued. This tricky maneuver would be carried through each series in a six week cycle.

Bowman, without resorting to shenanigans, at least on their numbering system, ended their color baseball series at 160 subjects and it was not a planned end point. Between paying DiMaggio, the costs of producing the set and legal fees, Bowman's profits were being squeezed. They ended up issuing an additional 64 cards in black and white, a curiosity in a time when color was in full ascent but one explained perhaps by its numbering scheme, which started over at #1 and the packaging, which

eliminated Joltin' Joe. It suggests that DiMaggio may have been at least partially compensated on the amount of sales of the color cards and the best way to end that relationship would have been by issuing a completely separate series.

While all of this was happening, Haelan Laboratories' Petition for Rehearing and Motion to Stay Mandate was argued and it resulted in some adverse news for Topps. The panel of judges hearing the matter ruled that Topps or its agents had induced breach of contract in many instances and that, in a portion of the opinion that is justly famous today, affirmed that the right of publicity for use of a person's likeness rested with the individual. This part of the case was then remanded back to trial court to determine which contracts stood with each party and if the way such an agreement was procured had induced a breach of a contract in good standing. Topps caught a break of sorts on the decision involving the stay as it could have resulted in an immediate injunction halting the sale of their 1953 baseball cards. Topps then was allowed to post a bond to cover potential damages and continue with issuing their cards.

While the speed of the next hearing seems positively supersonic compared to the time required to schedule and hear a case today, Judge Galston, after hearing testimony from most of the Shorin brothers, Sy Berger and Joan Crosby, among countless others, issued a decision near the end of May that sorted out the various classes of contracts and ruled that Haelan Laboratories was entitled to a temporary injunction in respect of certain players. Topps had to avoid making any new cards featuring players exclusive to Bowman and if they still had any cards awaiting distribution with Bowman players portrayed that that remained unwrapped, such cards would have to be pulled. This explains why six numbers in the fifth and final series of Topps baseball cards were created but never issued.

Topps was allowed to sell any cards that had already been packaged and distributed but their bond had to remain in place. The fate of these cards, or more precisely the damages to be assessed against Topps, would be decided in another trial, although it appears the two firms entered into protracted settlement negotiations instead. After all the injunctions and counter-injunctions had been filed, the motions argued and heard, decided and appealed, Bowman ended up, among the pool of contested contracts, with a whopping 388 players under their control. Topps' share of the pool was a paltry 26. Players who were not part of this pool of contracts could, of course, sign with either company or any other firm.

Topps began signing younger and younger minor league players as a result of all this and it seems very difficult to perceive them as coming out ahead at the time the decision was handed down. What they had done though, was force Bowman to spend vast sums of money defending their rights to those 388 players. In a 1965 Federal Trade Commission complaint, it was revealed that in one year (presumably 1953) that Bowman had spent \$110,000 in legal expenses (in a year where baseball card sales were only a hair over \$300,000) and Topps had paid only slightly less, albeit against baseball card sales of \$900,000.

Furthermore, by aggressively signing prospects, Topps was locking certain players up for the future. Bowman may have had a lot of existing contracts but their ability to entice new players was being compromised due to a lack of funds and effects of the financial pressure on Bowman can be seen in the rest of their offerings in 1953. Excepting NFL football, which was also a full color, Kodachrome release, the rest of their sets consisted of recycled artwork (*Antique Autos* and *Frontier Days*) or photographs from third party sources (*Television & Radio Stars of NBC*). The edges of their empire were fraying but Bowman was fighting to survive and even started issuing 29 cent sleeves of three multi-card cello packs under the rubric of their Card Collectors Club to try and keep up with Topps's own Trading Card Guild.

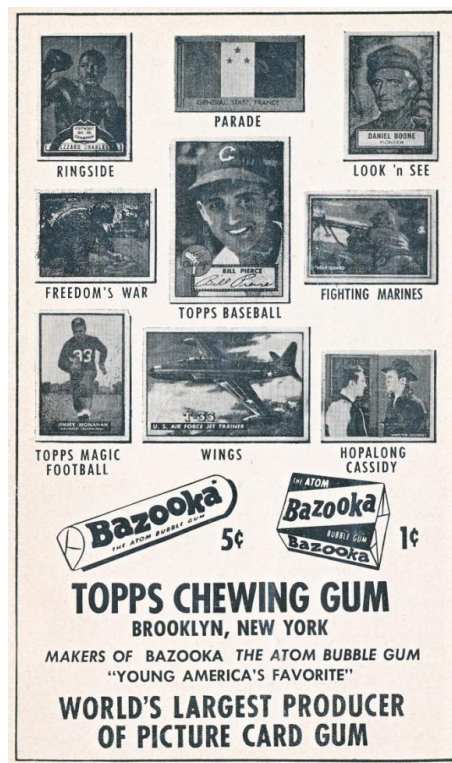
It is worth looking at how Topps packaged their cards at this point, since they had to pull the cards that were ready for packaging in the 1953 baseball high numbers. Topps' main printer for over a decade beginning in the late 1940's was Lord Baltimore Press, whose plant in their namesake city was quite



large. Through the Solomon & Gelman art agency, which was still operational despite the hirings of Ben and Woody by Topps, all production materials were sent to Lord Baltimore's New York agent – one Mr. Franklin Fitch at the time the 1953 cards were printed – and then large sheets, containing 200 cards on two, one hundred card “halves” were run off.

Some wrappers were printed in the same location as the cards and the retail boxes as well but not always. Glassine inserts were produced by a Philadelphia firm called Kehr Paper Products for a while and Topps at this time sourced their heavier duty, corrugated shipping cartons from D.L. & D. Container Corp. in Brooklyn. The printed card sheets were palletized for transportation in Baltimore and then could arrive in Bush Terminal via rail, truck or barge. Wrappers were printed on giant rolls that would also be shipped to Brooklyn and then the gum, which depending upon the specific type, was produced either in Bush Terminal or in one of their nearby factories in Brooklyn, was readied. Cards were cut on the production line and then wrapped with gum and any advertising inserts, then boxed. Despite numerous assertions in countless articles to the contrary over the last sixty years or so, the cards were not printed at Bush Terminal; that facility primarily manufactured gum, held the Topps offices and had warehouse space. Printing was the job of a select few third party firms.

One non-Topps project Woody Gelman worked on was the 1953 edition of *The American Card Catalog*, which came out in February. Jefferson Burdick's masterwork and early hobby roadmap was undergoing its first new printing and update since 1946 and Woody Gelman was the Associate Editor in Charge of Advertising & Publication. His address as shown on the title page was the same as Solomon & Gelman's in Manhattan; no matter where he hung his hat Gelman was a busy man. Topps had a large ad in the *Catalog* and Bowman did as well but the Topps piece, touting its big sellers of the previous two years, was the only one to feature photographs out of dozens of advertisers and stood out in its boldness.



Topps ad from 1953 *American Card Catalog* (author's collection)

This was the beginning of a long association, in a sort of symbiotic triangle, featuring Topps, Gelman and the trading card hobby beyond the kids buying cards at retail. Gelman's step-father, Sam Rosen, was one of the earliest card dealers. Rosen had started selling cards at Woody's behest following his 1951 retirement from the garment business and Gelman was able to purchase and funnel excess Topps inventory to the business. The business, in all probability run as the Trading Card Guild's mail order arm to give it an air of Topps authenticity, became known as the Card Collector's Company upon the death of Rosen and was run by Woody and then his son Richard, following Woody's passing in 1978.

In addition to all of this, Solomon & Gelman were engaged to come up with a better character to star in *Bazooka* comics. A parade of cheaply licensed characters and strips had come and gone and Joe Shorin wanted something a bit more permanent for his perennial bestseller so he naturally turned to his art agency. Solomon & Gelman had previously created a campaign for the Joe Lowe Corporation starring a character named Popsicle Pete, which had captured Shorin's imagination and led him to believe the duo could work the same magic for *Bazooka*. Ben and Woody would work on this project for close to a year but they eventually would succeed in making Shorin's vision come true.

*Bazooka* was not the only gum product drawing attention. Alarmed by the similarities in packaging of the nugget sized version of *Topps Gum* as compared to *Chiclets*, the American Chicle Company had filed a lawsuit against Topps in the U.S. Eastern District Court. Alleging trademark infringement and seeking an injunction to have the Topps product's packaging changed, American Chicle was met by a counterclaim asserting their trademark was invalid as it had fallen into common usage. American Chicle prevailed on the former point and Topps on the latter. While Topps was instructed to change the look of their package, they were not found liable for damages.

Unhappy with the lack of damages in Judge Byers' ruling and no doubt wanting to exact a measure of revenge, American Chicle then filed suit in the same courts against Topps but this time pertaining to *Clor-Aid* gum. Topps had used some phrasing on the *Clor-Aid* box that stated "Now 10 cents" and with a resemblance to the *Clorets* packaging (selling for fifteen cents) that American Chicle felt hit too close to home, litigation ensued.

Once again American Chicle sued for trademark infringement and sought injunctive relief, while Topps countersued alleging, once again, that the American Chicle trademark had lapsed. American Chicle prevailed on the infringement suit and Topps was ordered to change their packaging, although they were allowed to retain the *Clor-Aid* name and escaped any financial penalty. Topps meanwhile had appealed the earlier decision involving *Topps* and *Chiclets*, as had American Chicle and in turn American Chicle appealed the current decision concerning *Clorets*. The *Chiclets* appeal was rejected and American Chicle was determined by the court to have a valid trademark and Topps indeed had to change their packaging in order to keep selling their gum nuggets that mimicked *Chiclets*. The *Clorets* suit dragged on though.

Litigation was a constant theme with Topps (as it was with all the bubble gum manufacturers) but so was entertainment. They turned to the movies as summer came on and issued a set called *Tarzan & the She Devil*. In keeping up with the craze of the day, the fronts were rendered in 3-D style and required ubiquitous red and blue glasses to be viewed properly. This was a Giant Size set as Topps was (almost) fully committed to the format by now. Two other popular sets also hit the shelves this year: *Who-z-at Star* and *World On Wheels*.

*Who-z-at Star* was a single series issue designed to compete with Bowman's *Television & Radio Stars of NBC*, itself a popular set and featured expert Flexichrome enhanced renderings of many of the biggest stars of stage and screen. *Wheels*, to use the name on the packaging that sprung from the simplistic yet effective *Wings* type descriptor from 1952, was a comprehensive look at automobiles (and a few

additional esoteric vehicles) from around the globe and was a strong seller, spending close to a year on the shelves and sticking around long enough to introduce the 1955 models, which generally started being sold around Labor Day of the year prior.

Topps also reissued *Tafoo* around this time, in a larger size that still sold for a penny. This was possibly to counter a cheap Bowman novelty issue called *Uncle Miltie* or just an attempt to see if a reissue would work, giving Topps a cheaply won revenue stream. It may also have been a test run for a new size of gum tab and wrapper. There was even a follow-up to their 1949 *Meet The Presidents* game, this time manufactured by the more established Selchow & Righter in an updated version but using less expensive aluminum coins. Using older styles in a new way was something that points to the direct involvement of Woody Gelman and Topps would turn to this practice repeatedly over the next two decades.

### 1954 – Teddy Ballgames

For the Shorin family, 1954 would bring the death of their matriarch, Rebecca, who passed away in early February. It was also an eventful time at Topps. With the courts deciding the players could control their own images, Topps and Bowman played out a cycle that led to a fairly even distribution of baseball players over their sets. Bowman had 136 exclusives while Topps was right behind with 129. An additional 82 players were non-exclusive and of course as the season went on, each company struck new deals with various players as their big league or contractual fortunes changed.

While an exclusive contract could theoretically net a player more money, some of them discovered that a non-exclusive contract was just as good since you could take the smaller sums offered by each company in such circumstances and still make as much, if not more, with a few smaller deals. Some players, on the fringes or just starting out, likely were not even given the chance to sign an exclusive. Then there were the true superstars like Stan Musial and Ted Williams.

Musial, a Bowman player in 1952-53, signed a deal with Rawlings Sporting Goods that would take him out of nationally distributed gum and confectionery sets for five years. Musial had already missed appearing in the 1950-51 Bowman sets and was ahead of most players in controlling how his image was used. His absence from those two Bowman sets, which were key in terms of affirming contractual order being the controlling factor in which company could issue a card, may have been a result of his wanting to avoid any type of automatically renewing option.

The situation with Ted Williams was a bit different. An expert pilot and genuine World War 2 hero, a very unhappy Williams was called back to active duty in the Marine Corps in January of 1952. A Bowman exclusive in 1950-51, he was off to war again after appearing in a scant six games for the Red Sox. Williams did not return until very late in the 1953 season and by doing so may have inadvertently avoided an option in his contract binding him exclusively to Bowman for a year after 1951. Neither Topps nor Bowman issued a card of him in 1952, although he did sign a deal with a company named Berk-Ross, which issued small sets of cards in 1951 and 1952 and had one of Williams in the latter.

Topps signed Williams to a long term deal upon his return and the slugger was given two cards, the first and last, in the 1954 baseball set to commemorate the deal. His signing with Topps also caused some major problems at Haelan Laboratories, a decided bonus for Topps.

Bowman's 1954 baseball set was a bland affair, 224 in number and decidedly muted in tone and color. Williams was slated to be #66 in their set but his signing with Topps turned out to be legally binding and

his Bowman card had to be pulled from production, although after some had been issued in packs. He was replaced by Jimmy Piersall, a teammate who gained a second card in the process and was added due to Bowman using a specific team sequence for their cards. In order to keep the sequence intact, another Red Sox player was needed but no matter, the damage was done and a premiere player lost.

Sy Berger's favorite baseball set featured a front with both a Kodachrome color portrait and a smaller, black and white "News Action Photo" of the player as Topps continued to try and outflank Bowman. Norman Miller by this time had taken on many of the text writing duties once assumed by Berger and his work shared the back of the card with some very colorful graphics. The Topps cards were quite well received; Bowman's set was not, if latter day accounts are to be believed.

While they were busy issuing cards, Topps got the final ruling on their appeal of the *Clorets* case and received a stern rebuke from the Second Circuit Court of Appeals. Ruling that Topps' practices were clearly designed to confuse consumers, the judges banned the use of the word "Clor-Aid" on any future Topps products. Indeed, the ruling stated that the egregious behavior of Topps gave no other option and required the brand be excised from the marketplace. Topps was out of the gum nugget business, at least in the United States, for the foreseeable future.



Exhibit from *American Chicle vs. Topps Chewing Gum* (courtesy Jeff Shepherd)

With the baseball cards selling strongly, aided by yet another scheme to leave some subjects out of one series while including some from another, later series, Topps also had the continuing sales of *Wheels* to rely upon. Bowman took a cue from the Topps boys and issued a couple of military-themed sets in 1954. *U.S. Navy Victories* was a classic looking set, with beautiful paintings but only 48 in number. Another set, *Power for Peace*, used official U.S. Government photos and featured lurid displays such as exploding atomic bombs and B 57's loaded with ordnance across its 96 cards.

Topps, meanwhile issued yet another 3-D set, this time showcasing *Tarzan's Savage Fury* but oddly featuring a 1951 movie three years after it had premiered. The timing gives pause; perhaps there was a contractual obligation that required a second Tarzan set but Topps was mercifully done with these vertigo-inducing cards after this. Still, Topps wanted cards that could give a child more than just a nice picture and some words and issued a set in the smaller size last used with *Look 'n See*.

*Scoop* was one of the last Topps sets issued in the *Magic Football* size and like *Look 'n See* it would not be issued in panels of two. This colorful set paired a newspaper headline and photo on the back with a colorful front featuring paintings sometimes obscured by two thick, black scratch off bands that essentially hid 70% of the card from view. The scratch off feature would not appear on all cards in the five cent packs and some bands had a version of the set's advertising tagline "Scratch It, Peel It, See It Now!" printed on them as well. The set was issued in two series of 78 cards each and marked the end of the smaller, realistically painted card era at Topps as photography, even as retouched as it was at the time, took over.

While the cards were being issued and the profits being counted, Joseph Shorin was about to be granted his most fervent wish as Solomon & Gelman had come up with a new mascot for *Bazooka*. Allegedly based upon Shorin's son's antics as a kid, a reincarnated Bazooka Joe would be adorning the comics inside every pack of *Bazooka* and would finally give Topps the iconic kind of character they had long been looking to develop. Bazooka Joe & His Gang would initially be drawn by Wesley Morse, an older artist who had illustrated a number of "Tijuana Bibles" in the 1930's, as the character and the bubble gum would be inexorably linked from the Spring of 1954 forward.

Once again Topps had no football set to compete with Bowman's 128 card effort. Topps though, did manage to issue a 60 card hockey set that featured highly realistic oil paintings and a stellar design that unfortunately was not seen by too many people. Primarily sold in Canada, a small fraction of the cards seem to have been issued in the United States possibly only in the New York City area and Topps would abandon this segment of the sports market for a few more years. The odd distribution pattern of the set remains a mystery as four of the six teams in the league were based in the U.S. Even with the rabid hockey fans of Canada factored in, it seems like more cards should have been released in the lower 48.

#### 1955-The Decisive Year

Topps entered 1955 in a reasonably strong position as compared to Bowman but if you looked solely at their baseball offerings, the opposite would have appeared to be true. Moving to 220 card sheets was the only real development for Topps as the year began. Squeezed down to a planned 210 card set, a repeat of 1953's contractual shenanigans saw four cards pulled at the last second from Topps' last series of baseball cards.

Bowman came out strong and had a very timely and attractive TV-themed design with a whopping 320 cards, including a gaggle of major league umpires that popped up in their last series. Sales figures for Bowman in 1955 are not available but they had sold \$602,000 worth of baseball cards in 1954, while Topps had reached \$1 Million in sales for the first time. Topps, with 44 fewer cards than the year prior, saw their sales dip slightly in 1955.

Bowman only had the one baseball offering while Topps, using a player selection mostly based upon the background art of their first series, issued a foldable card called *Double Header* that cleverly allowed the

use of two images on one card. Advertised in conjunction with the regular cards, Topps was able to extract additional pennies from their coterie of buyers even with their meager stable of players.

While Bowman was looking to the present, if not the future with their baseball cards, Topps would take an unexpected detour to the past. In a move that smacks of Woody Gelman's involvement, a slightly reconfigured reissue of *Magic Photos*, this time called *Hocus Focus*, harkened back to the penny tab insert days. The one cent version was sold just like the tabs of 1948-49, with a card stuck between the two wrappers. A nickel version in panels was also produced but there were differences in the set composition and sizing of each price point's cards, yielding fantastically rare cards in the penny version and merely ridiculously scarce ones in the five cent configuration.

*Hocus Focus* was not the only reissue as a reborn set of *Funny Foldees* also came out, with a few potentially offensive cards (that were apparently thought to be *un-offensive* in 1949) changed to appease the dark forces circling around children's entertainment in the middle of the Fifties. The motives for this bizarre spate of undersized reissues are unknown except perhaps they are interpreted as a response to a Bowman set called *Magic Pictures* that also featured different configurations depending upon the pack price.

Thankfully, Topps had some other issues they could rely upon and when a Disney movie called *Davy Crockett, King of the Wild Frontier* debuted in May and started a nationwide craze for coonskin caps, they were at the ready with an 80 card set that saw massive production. Following Davy's trail westward, the set sold and sold, even garnering huge sales in Canada. Bowman had no answer to this set and had to wait for their annual football release before they could sell more cards, dealing a fatal blow to their balance sheet.

As the Shorins beloved Brooklyn Dodgers raced to the National League pennant and what would famously become their only World Series victory, tragedy struck the family. On September 7<sup>th</sup>, Ira Shorin, survivor of a previous heart attack, was stricken again while fishing with friends off Sandy Hook, New Jersey and died before the boat could return to shore. The Secretary-Treasurer of Topps became the first of the four Shorin brothers to die, at the all too young age of 55.

Ira Shorin's obituary hints at the wealth being generated by Topps for the family. At the time of his death, Ira lived on Central Park West and was listed as a director or benefactor of no less than eight educational and philanthropic organizations. Joseph Shorin was about to move to Manhattan as well and would end up living at One Fifth Avenue, a premiere address in the city, showing that fabulous sums of money were practically being minted at Bush Terminal.

Topps still had another classic issue or two to slay Bowman with and they finally issued another college football set in 1955. With the Giant Size card canvas giving them enough room to finally depict some action, *All American* gave America's young gridiron fans 100 cards of some of the finest players, past and present, to ever take to the field. The set gave Topps the means to finally finish off Bowman as well.

The Topps nickel baseball packs in 1955 had contained six cards. Bowman, in a counter-move, gave the buyer nine cards for the same price. Topps countered with nine card nickel packs of *All American* while Bowman made it ten for five cents with their NFL cards. Topps then started stuffing as many cards as they could fit into ten cent cello packs, reaching as many as 22 per pack. Bowman just could not keep up as Topps flooded the market and had to curtail the production of their last two football series.

And if *All American* wasn't enough to send Bowman packing, *Rails & Sails* provided the *coup de grace*. A hybrid set, featuring trains and ships in what clearly looks to have been intended originally as two

separate, smaller issues, *Rails & Sails* featured expertly designed cards and clever, playful backs over two hundred subjects and was anticipated to be a big enough seller that chunks were skip numbered again, just like in 1954. Topps even managed to have the set reproduced on Doeskin Tissue pack stiffeners, along with a selection of *Wings* cards, a deal lucrative enough for their Topps Chewing Gum branding to be replaced by Doeskin's on the cards. Bowman, once the producer of sets featuring the largest and most fearsome vehicles ever made, was unable to come up with any true non- sports issues in 1955 and had turned into a company that was "in play".

John Connelly, no doubt using his Haelan Laboratories board seats to full advantage, was able to have Connelly Containers acquire the assets of Bowman Gum in 1955. Continuing to produce Warren Bowman's beloved *Blony* and competing with Topps while the two firms sparred in court does not seem to have been a particularly appealing prospect for Mr. Connelly. While allowing for the possibility of a 1956 baseball issue, Bowman may not have had the means to actually produce a set. Connelly was preparing, as it turned out, to sell off his newly acquired asset.

#### 1956 – The End and the Beginning

In a deal that had been in the works since the 1953 baseball contracts litigation and was finalized on January 20th, Topps announced on February 18, 1956 that they had acquired all of the baseball player contracts, gum producing assets and trademarks of the Bowman Gum Division of Connelly Containers, to take effect on April 1<sup>st</sup>. In short, Topps was obtaining all of Bowman's brands and their rights for baseball and football. Connelly Containers, as part of the deal, would not produce a 1956 baseball set, or any other sets at all and in fact agreed to "negative covenants" (a non-compete agreement) which barred them from doing so for a period of five years. Joseph Shorin had outlasted, outspent, and just out-everything-ed his biggest competitor and finally had his prize, all for \$200,000. While spun as a sale, this figure was described in later proceedings as a legal settlement.



Connelly Containers box certificate, 1960's (courtesy "RickChciuk")

John Connelly, not wanting to be part of a consumer oriented business, took his cash and in 1957 acquired Crown Cork & Seal, a behemoth of a food container manufacturer and went on to become one of the wealthiest of Philadelphians. He would die in 1990 as one of the most respected men in the City of Brotherly Love and his company would become a global concern on a scale that would have been incomprehensible even to a man such as Joseph Shorin or even Warren Bowman.

Topps still had to move product though and put out a 340 card baseball series that included, for the first time, team cards and even more importantly, checklists. Now that there was no danger of players being pulled due to contractual wrangling, Topps was happy to let their little buyers know exactly who they



were chasing after with their pennies and nickels. They were also happy to let Leaf Brands know they were not going to give up their hard won player contracts easily.

After Topps rejected a proposal by Leaf to share the ballplayers rights (rightly suspecting this was a ploy to get copies of the player contracts) they wrote a letter to each club's player representative stating that "a player cannot sign an exclusive contract with one party and then sign a conflicting contract with another without exposing himself to a law suit." The irony of this letter is obvious but it worked, at least for the rest of the decade, when Fleer would aggressively inject itself into the baseball gum market, followed meekly by Leaf a year later.

Another series of *Davy Crockett* cards would soon follow (as would a series of Crockett tattoos) and in keeping with the western theme, a set called *Round-Up*, featuring an array of western folk heroes such as Geronimo and Buffalo Bill in eight 10 card subseries and which recalled the old *X-Ray Round-Up* name. A set of *Flags* also saw issue in 1956 and in Giant Size form as Topps was very much reaching into the past for inspiration.



1956 Topps *Football* Trading Card Guild cello box (courtesy Robert Edward Auctions)

With the prized NFL contract in hand, Topps also issued their first pro football set, which measured out at 120 cards, plus a handful of contest card inserts and yes, a checklist. These contests were a strange idea on the face of it as the need to draw attention to their cards seems like it would have lessened after Bowman had been snuffed but Topps was gathering valuable marketing information as kids across the country mailed in thousands of contest forms. After years of reacting and trying to beat out Bowman through sheer volume, Topps was starting to take a more measured approach now that they had just spent a ton of money to buy out their competitor and a little cheap and easy canvassing was a typical Topps way of doing things.

With 1956 being an election year in the U.S., themed products were an inevitability. In keeping with their recent trend of reaching into the near past to keep things a little more prudent financially, *It Happened To A President* also saw reissue in 1956, in a red tinted version that wrapped up a reconfigured *Golden Coin* set. There is some thought this configuration was only issued in Canada but that seems to be an odd marketing model for such a series. The *Meet The Presidents* game did not see a reissue after the election due to Eisenhower repeating but Topps would certainly have been prepared to do so as they would keep current with the first two elections in the 1960's by reissuing the game each time a new president was elected.

Topps also put out a set of *U.S. Presidents*, a 1952 Bowman release that was slightly reconstituted to reflect the new manufacturer but retained Bowman's slightly thinner card size and artwork. Purported to be a test of Bowman's equipment, this was probably Topps' first encounter with Zabel Brothers, the large and well known Philadelphia printing house that had been doing fine work for Bowman since late 1949. Shrinking things down was going to be a top priority as the year came to a close.

Once again coming up with a transportation themed set, Topps released *Photo Album Jets*, a 240 card series of black and white photographs accented with a red stripe in the old *Magic Football* size and for the sake of simplicity now referred to simply as *Jets*. Pushing the photography angle, Topps also issued a separate album designed just for these cards, which helpfully contained a checklist and sold for fifteen cents. *Jets* seems like a calculated experiment that took off initially and then came down to earth. The lack of other sets in this format and the wide availability of these cards in *Trading Card Guild* cello packs attest to a result that Topps assuredly did not want to repeat.

Topps would conclude 1956 with an exciting set featuring the biggest star in music. *Elvis Presley* was issued to coincide with the release of the King's first movie, *Love Me Tender* and the last twenty cards in the set featured stills from the film. The 66 Elvis cards were the first in a new 2 1/2" x 3 1/2" format now commonly referred to as "Standard Size" and which allowed more cards to be printed per sheet, with 132 taking the place of 110 and setting up the "rule of 11" when it comes to sets produced by Topps in this size, reflecting how many would cards appear per row on the sheet. *Elvis* was printed by Zabel Brothers in Philadelphia, as Topps now had the choice of two printers for their work. Using their usual Bubbles Inc. *nom de plume* as Elvis was quite controversial at the time, *Love Me Tender* was released just ahead of Thanksgiving and Elvis gave Topps a huge holiday season boost.

Less than nine years after they issued their first cards, Topps had leapfrogged sizes multiple times, outfought Bowman and then applied some well needed discipline to their production processes. *Bazooka* was still a world beater, *Bozo* gumballs were filling up vending machines in more and more supermarkets across North America as the adolescent and teen populations grew almost without limits while Topps was busy making plans for further international expansion. The best was yet to come for the company.



#### TOPPS AND BOWMAN SALES FIGURES 1951-56

<u>Year</u>	<u>Bowman Baseball Card Gum</u>	<u>Bowman Total Sales</u>	<u>Topps Baseball Card Gum</u>	<u>Topps Baseball Cards-No Gum</u>
1951	\$973,000	\$3,050,000	\$200,000	Unavailable
1952	731,000	2,750,000	800,000	Unavailable
1953	301,000	2,140,000	900,000	Unavailable
1954	602,000	2,480,000	1,000,000	Unavailable
1955	Unavailable	Unavailable	950,000	Unavailable
1956	Not Applicable	Not Applicable	1,500,000	\$70,000

*Note: Sales of Topps Baseball Card Gum were roughly 40 percent of their Bazooka sales during the above periods and between 15 and 30 percent of total sales from 1951-55.*

(Original Table by Bob Lemke)

## **SET DESCRIPTIONS, CHECKLISTS & PRICING**

The set descriptions that follow are intended to be comprehensive but information on some Topps products is still sketchy, especially on the 1948-50 sets and 1955's *Hocus Focus*.

Sets are presented in as close to alphabetical order as possible; to avoid confusion some of the Baseball issues from 1951-56 are presented slightly out of order. Sets with the same name issued in different years appear chronologically.

For most sets, the name given by Topps to the cards forms the header while alternate names are detailed below it. For sets issued with gum that had its own name, both are described. Some sets are known by slightly alternate names and these are shown as well.

*American Card Catalog* (ACC) numbering is shown for all sets and is based upon the final, 1960 version of Jefferson Burdick's life's work. Some Topps sets had different numbering in the 1953 ACC. While not widely used today for cards issued after World War 2, ACC numbering is still often the best way to delineate sets that are close in appearance.

Year(s) of issue are shown for all sets; most, if not all cards from this era were reissued or resold in some fashion by Topps. Some would simply be trotted out again a year or two after issue, sometimes in new wrappers, sometimes not. Some would be sold on an after-market basis in subsequent years in vending machines, distributed through their Trading Card Guild and the Gelman family's Card Collector's Company. Some sets were issued right as the calendar turned to the next year or were so popular that multiple series were issued over many months and in staggered releases across the United States. Still others bear copyrights from one year but were issued in another. Every effort has been made to identify the proper year of release but some variance would have occurred from locale to locale and distribution becomes more removed from the actual date of issue the farther west and south you get from Brooklyn.

Card sizes, usually based upon my own measurements, are given in inches and also millimeters. Measurements have been taken to the nearest 16<sup>th</sup> of an inch and closest half millimeter. Some variation in card sizing is possible with all issues of this era but particularly prior to 1952. Sizing does not take into account tab remnants remaining on cards issued prior to 1952.

It is quite possible every set listed herein was issued in Canada but a few have not been confirmed, especially those released before 1951. Sets that have more than one series would sometimes only see later series issued in Canada.

Known packaging configurations are shown. All one cent packs are presumed to contain one card and one piece of gum unless noted. Five cent packs, also presumed to hold gum unless noted, would have varying amounts of cards depending upon year of issue and the vicissitudes of the marketplace at any given time. Generally, once the Giant Size cards appeared in 1952, they would contain six cards per pack in the U.S. and be repackaged with only four cards for the Canadian market. Nickel packs and even full boxes appear with some regularity even today from Canada.

Topps would sometimes insert more cards than were advertised into the nickel packs and occasionally cards from a prior year or series would be found mixed into these as well, usually in very limited quantities. Most US sets were also issued in vending boxes, which normally held 500 cards and always contained no gum. Any changes to these configurations are noted accordingly.

Wrapper materials are difficult to identify and many wrappers from 1950 on are advertised as wax but are in fact, made of glassine. Prior to that they were mostly made of paper. Plans to properly identify the packaging materials will have to wait as a lack of raw wrappers makes identification difficult at present.

The elongated, red TCG early cellophane packs generally held 8 two card panels (16 cards total) while the more traditional, overwrapped clear cello packs sometimes contained as many as 23 cards, especially in 1955 as Topps delivered the *coup de grace* to Bowman. Both types of cello packs are presumed to have

been issued without gum. There were no Rak Paks produced by Topps during this era; any found today with cards from 1952-56 in them were produced after the fact and are not legitimate Topps issues.

Base set sizes are shown; variations and “pushed” cards such as unnumbered checklists are not counted in this figure but are referenced in the set descriptions and checklists. Topps also inserted waxy paper advertisements into many of the Giant Size card packs; these are not considered to be part of the set they happened to be issued with. Some early five cent packs also had a plain piece of coated paper, generally of the same type used for the wrapper, to help separate the gum from the cards but the use of this was not always consistent. Inserts with *Bazooka* premiums and comics also appeared in many packs of the era.

The number of series for a given set generally corresponds to the number of press sheets prepared for each set during this era. Press sheet sizes would vary in the early days but from 1952-54 a sheet of Giant Size cards contained 200 subjects, with each half having 100. The half sheets today are commonly just referred to as uncut sheets in the hobby. Giant Size cards from 1955-56 were printed on 220 card full/110 card half sheets. The general consensus is that 1955 Baseball was the first set printed this way but, while indeed produced in this array, its primacy is unconfirmed.

Set Descriptions are based upon the best available information at the time of publication of this guide.

Checklists are presented in as logical an order as possible and are designed for ease of printing and use. Known variations are listed on the same line where possible or at the end of the checklist if impractical to show in a horizontal alignment. The “normalized” version of the variation is generally shown in the main column of the checklist and is ordered by the text on the obverse or, if there is none, by the information on the reverse. A number of sources have been used to create these checklists and they are based, in almost all instances, upon visual evidence.

Checklists in some instances will have additional listings for secondary information of interest to collectors, such as team or subset.

Common abbreviations used in the checklists are:

**SP-Short Print** (a.k.a. **Single Print**), is a card that was printed in lesser quantities than the majority of cards in a set or series, usually, but not always, by a factor of half. This is an abused term in many auction descriptions and price guides and is not always the result of observing both half sheets that make up most Topps series starting in 1952. Some SP designations in hobby guides have been assigned on the basis of only one half sheet being sighted (sometimes due to no extant full press sheets surviving) or are based upon tabulation research from large lots, unopened packs and vending boxes. Due to poor collation of most early issues, tabulation research cannot be taken as a sole reason to label a card “SP”. “Pushed” cards such as the unnumbered checklists that were not printed on the same sheets as the regular cards but were prevalent in the 1955 and '56 sports issues would certainly be SP's by any definition. These have a higher ratio (but mind you, an unknown one) when compared to the rest of a run than do the “ordinary” short prints, i.e where as a normal SP has a 2:1 ratio, a pushed checklist might be on the order of q5:1. Commonly accepted SP's are not always identified hereafter and such information is shown only if verified.

**DP-Double Print**, a card appearing twice as often on an uncut full or half sheet than other cards.

**TP-Triple Print**, a card appearing thrice as often on an uncut full or half sheet than other cards.

**OP-Over Print**, a card appearing once again as often on an uncut full or half sheet as other cards on the sheet, usually in a ratio of 3:2.

Pricing is one of the most erratic areas of the hobby. Auctions with two bidders can set records while others with two dozen bids can result in grossly undervalued winnings. Ordinary sales of cards have become scarcer with the explosion of online and catalog auctions, so any pricing is subject to interpretation.

Except for a handful of sets, cards herein are priced, raw, in Excellent (EX) condition, which reflects the realities of vintage cards; not many that have survived over five or six decades are Near Mint (NM) or better and such exemplars are increasingly being slabbed by third party graders. No pricing is given for third party graded cards as these can be readily determined online. Pricing of wrappers, packs and empty boxes also reflect raw, EX condition but it should be remembered that these are often quite scarce and pricing can be volatile.

Super Commons, as defined in the checklists, are generally found in the sports sets and refer to a subject in greater demand than a normal common would be but not to a star. Examples would include Brooklyn Dodgers cards, borderline but as yet unelected potential Hall of Famers such as Minnie Minoso and cards that are perceived to be more popular for a variety of reasons (Heisman Trophy winners or somewhat controversial subject matter for example). These can vary from region to region in the country although the Internet has made such distinctions less relevant than in the past; a "hometown favorite" is perhaps the best way to think of this category. No specific subjects are shown for this category but Brooklyn Dodgers and New York Yankees cards that would otherwise be commons usually fall into this category.

Semi Star refers to a player who is a hometown favorite, in a rookie card situation, a low level Hall of Famer or a New York Yankee "name". Essentially these players have an appeal to a distinct segment of collectors and command a certain premium.

Grading is another highly subjective part of collecting. While pricing "in grade" can vary from set to set, especially among the tab-sized cards or cards with full bleed borders, examples in Very Good to Excellent (VG-EX) condition usually see a 25 or 30% drop from the EX price. Very Good (VG) cards sell for about half of an EX card, those in Good (G) at half again and then half again for examples in Poor (P) to Fair (F) condition. Early tab-sized cards can prove an exception to this as high grades are hard to find with some of these sets and VG or lesser cards can sell for astounding prices. P-F cards are often derided as mere filler but remain quite popular with many collectors. Cards in this grade with fronts that present well but otherwise exhibiting the inevitable major problems associated with the grade, usually significant back damage, can sell for prices in excess of a Good condition card.

Going the other way, things are not so settled. A NM tab-sized card could sell for many multiples compared to an EX example while a common 1956 baseball card might only sell at a slight premium. Two or three times the EX price is not unreasonable in many circumstances for this grade. Mint (M) cards from this era cannot be accurately priced using a ratio and are almost all slabbed at this point anyway. Market realities are such that sales of truly Mint vintage cards in raw condition are virtually unknown anymore. Some raw cards may appear Mint but will, upon close inspection, turn out to be trimmed (as will some slabbed ones as well). While it is conventional hobby wisdom that such cards are technically worthless, or nearly so, it is not a truism and some trimmed examples of popular subjects have sold for relatively high prices. As such, it is not possible to predict what a trimmed card will sell for.

Condition sensitive cards, usually the first and last in a set or series but also those printed along the edges or, more to the point, in a corner of a sheet are subject to pricing variances that cannot be expressed in a simple ratio. While logic would dictate that, as the grades of these cards decrease, the pricing should reflect more "normal" levels, this is not usually how it works. This is particularly true of the #1 card in many sets. Edge and corner printed cards, especially those in the lower right corner of a sheet, are often found with severe off centering, miscutting or damage sustained in production as well.

Sets printed on the inside of a paper gum tab and some larger penny wrappers will all have a small jagged tear near the middle of the top that extends to and usually touches the top edge. This is a mechanical production characteristic and not a result of opening the wrapper. It is thought to have occurred when the outer wrapper was held in place by a pin on the line and then glued while moving along the production line once it was wrapped around the gum. See the 1948 *Tatoo* listing for an example of this.

Detailed grading guidelines can be found in all major hobby publications and will not be repeated here; the EX standard is used for pricing in this guide and describes a card without creases or intrusive production markings or artifacts, still displaying most of its original gloss and color. Such a card is centered in a way

that is pleasing to the eye but displays light handling overall, usually in the softening of multiple corners or through some other minor flaw. A small, light gum or wax stain on the reverse is also acceptable for this grade but not pencil or pen marks. EX is considered “collector grade”, as is the equally misunderstood and misused VG-EX (which should denote a card that *could* be VG but does not have significant creasing and retains most of its eye appeal, including color and some gloss, or *could* be EX except for one or two additional problems). Many cards in collector grade or lower are sold in larger lots, or bricks, and these usually result in a discounted price when compared to the price of the individual cards within.

Typical examples of a front and back from each set are shown; these are not shown at actual size. Please visit my blog at <http://themodernhobbyguide.blogspot.com/> for additional pictures, updates, etc. Hundreds of additional pictures are available for viewing there.

As always, a card (or wrapper) is worth what you are willing to pay for it, price guide or not. *Caveat emptor!*



## ALL AMERICAN FOOTBALL

Issued As: All American Football

ACC #: R415-3

Issue Date: 1955

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

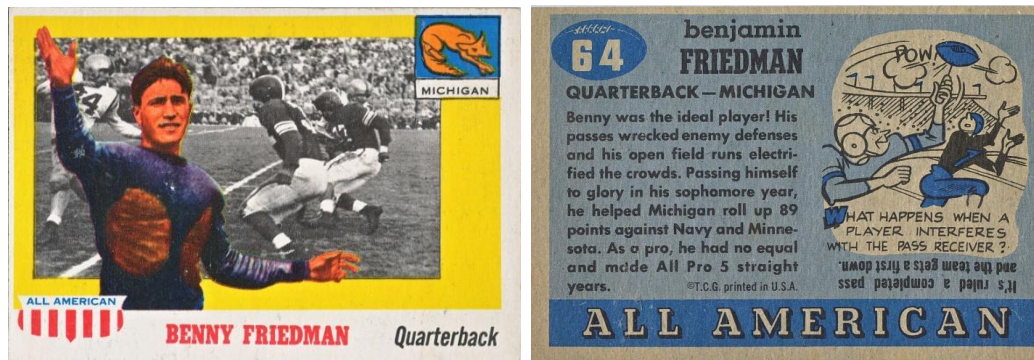
Packaging: 1 cent, 5 cent, 10 cent clear cellophane

Mfr: Topps Chewing Gum, Inc.

Base Set Size: 100

Number of Series: 1

Sheet Size: 110/220



With Bowman controlling the NFL contracts and Topps desperately wanting to finish off their rivals from Philadelphia, the Shorins turned to college football for the third time in seven years and issued a truly classic set. With striking, full color graphics overlaying a central black and white action photo, no doubt mimicking a television broadcast, *All American Football* delivered the *coup de grace* to Bowman in grand style. Colleges were identified on the obverse but Topps created their own logos for each; one player, Don Whitmire, is shown with two colleges (Alabama & Navy) but displays the Navy logo. The reverses are primarily two shades of blue, with a football graphic containing the card number, a cartoon and the set name in large letters displayed along the bottom edge.

Issued as a single series of 100 mostly horizontal cards, *All American Football* saw nine cards stuffed into five cent packs and up to a whopping 22 in Trading Card Guild ten cent cello's. The strategy worked as Bowman's NFL cards, issued in two series, saw a significant drop off in sales when their final series was released. 1955 *Football* was the last set Bowman ever issued.

The cello packs came in the standard red and black Trading Card Guild boxes with a colorful and enticing die cut topper that could be propped up inside the box at the point of sale. There were no graphics displayed on the cello packs and they contained no gum. An old L.A. toy wholesaler's hoard of unopened cello packs turned up in 2008 and introduced a substantial amount of pack fresh cards into the hobby.

Price Guides indicate a number of cards, as many as 34, were short printed but inspection of an uncut partial sheet would seem to render this theory obsolete. In reality, twenty cards were probably overprinted. The biographies on the backs of card nos. 14 (Gaynell Tinsley) and 21 (Whizzer White), next to each other on the press sheet, were reversed in the first print run and then corrected. Numerous uncorrected errors can be found as well, testament to just how manic things were at Topps in 1955.

The one and five cent glassine wrappers are scarce, particularly the former, as are unopened packs, excepting cello, which can be found readily thanks to the Los Angeles find. It is assumed the cards came in vending boxes as well. *All American Football* is quite possibly the most popular vintage football set in the hobby and was also issued in Canada.

(Sources: <http://www.footballcardgallery.com/> , *Beckett Football Card Price Guide, 25<sup>th</sup> Edition 2008-09*, Author's research)



# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

## ALL AMERICAN FOOTBALL CHECKLIST

NUMBER	NAME	SCHOOL	VARIETY 1	VARIETY 2	NUMBER	NAME	SCHOOL
1	HERMAN HICKMAN	TENNESSEE			51	DUANE PURVIS	PURDUE
2	JOHN KIMBROUGH	TEXAS A&M			52	JOHNNY LUJACK	NOTRE DAME
3	ED WEIR	NEBRASKA			53	JACK GREEN	ARMY
4	ERNY PINCKERT	SO CAL			54	EDDIE DOOLEY	DARTMOUTH
5	BOB GRAYSON	STANFORD			55	FRANK MERRITT	ARMY
6	NILES KINNICK	IOWA			56	ERNIE NEVERS	STANFORD
7	ANDY BERSHAK	N. CAROLINA			57	VIC HANSON	SYRACUSE
8	GEORGE CAFEGO	TENNESSEE			58	ED FRANCO	FORDHAM
9	TOM HAMILTON	NAVY			59	"DOC" BLANCHARD	ARMY
10	BILL DUDLEY	VIRGINIA			60	"TIGER" HILL	DUKE
11	BOBBY DODD	TENNESSEE			61	CHARLEY BRICKLEY	HARVARD
12	OTTO GRAHAM	NORTHWESTERN			62	HARRY NEWMAN	MICHIGAN
13	AARON ROSENBERG	SO CAL	<input type="checkbox"/> WHITE BIO	<input type="checkbox"/> TINSLEY BIO	63	CHARLIE JUSTICE	N. CAROLINA
14	GAYNELL TINSLEY	LOUISIANA STATE			64	BENNY FRIEDMAN	MICHIGAN
15	EDDIE KAW	CORNELL	<input type="checkbox"/> TINSLEY BIO	<input type="checkbox"/> WHITE BIO	65	JOE DONCHESS	PITTSBURGH
16	KNUTE ROCKNE	NOTRE DAME			66	"BRUISER" KINARD	OLE MISS
17	BOB REYNOLDS	NEBRASKA			67	FRANKIE ALBERT	STANFORD
18	"PUDDGE" HEFFELFINGER	YALE			68	THE FOUR HORSEMEN	NOTRE DAME
19	BRUCE SMITH	MINNESOTA			69	FRANK SINKWICH	GEORGIA
20	SAMMY BAUGH	TEXAS CHRISTIAN			70	BILL DADDIO	PITTSBURGH
21	"WHIZZER" WHITE	COLORADO			71	BOB WILSON	SOUTHERN METHODIST
22	"BRICK" MULLER	U OF CAL			72	"CHUB" PEABODY	HARVARD
23	DICK KAZMAIER	PRINCETON			73	PAUL GOVERNALI	COLUMBIA
24	KEN STRONG	N.Y.U.			74	GENE McEVER	TENNESSEE
25	CAS MYSLINSKI	ARMY			75	HUGH GALLARNEAU	STANFORD
26	LARRY KELLEY	YALE			76	ANGELO BERTELLI	NOTRE DAME
27	RED GRANGE	ILLINOIS			77	BOWDEN WYATT	TENNESSEE
28	MEL HEIN	WASH STATE			78	JAY BERWANGER	CHICAGO
29	LEO NOMELLINI	MINNESOTA			79	"PUG" LUND	MINNESOTA
30	WES FESLER	OHIO STATE			80	BENNIE OOSTERBAAN	MICHIGAN
31	GEORGE SAUER	NEBRASKA			81	"COTTON" WARBURTON	SO CAL
32	HANK FOLDBERG	ARMY			82	ALEX WOJCIECHOWICZ	FORDHAM
33	BOB HIGGINS	PENN STATE			83	TED COY	YALE
34	DAVEY O'BRIEN	TEXAS CHRISTIAN			84	"ACE" PARKER	DUKE
35	TOM HARMON	MICHIGAN			85	SID LUCKMAN	COLUMBIA
36	TURK EDWARDS	WASH STATE			86	ALBIE BOOTH	YALE
37	JIM THORPE	CARLISLE			87	"GERMANY" SCHULZ	MICHIGAN
38	AMOS ALONZO STAGG	YALE			88	RALPH KERCHEVAL	KENTUCKY
39	"BRUD" HOLLAND	CORNELL			89	MARSHALL GOLDBERG	PITTSBURGH
40	DONN MOOMAW	U.C.L.A.			90	CHARLEY O'ROURKE	BOSTON COLLEGE
41	JOE ALEXANDER	SYRACUSE			91	BOB ODELL	U. OF PENN
42	EDDIE TYRON	COLGATE			92	"BIGGIE" MUNN	MINNESOTA
43	GEORGE SAVITSKY	U. OF PENN			93	WILLIE HESTON	MICHIGAN
44	ED GARBISCH	ARMY			94	"CHUCK" BERNARD	MICHIGAN
45	ELMER OLIPHANT	ARMY			95	CHRIS CAGLE	ARMY
46	ARNIE LASSMAN	N.Y.U.			96	BILL HOLLENBACK	U. OF PENN
47	"BO" McMILLAN	CENTRE			97	DON HUTSON	ALABAMA
48	ED WIDSETH	MINNESOTA			98	BEATTIE FEATHERS	TENNESSEE
49	DON ZIMMERMAN	TULANE			99	DON WHITMIRE	ALABAMA & NAVY
50	KEN KAVANAUGH	LOUISIANA STATE			100	"FATS" HENRY	WASH. & JEFFERSON

PRICING					
1	HERMAN HICKMAN	20	35	TOM HARMON	35
6	NILES KINNICK	30	36	TURK EDWARDS	SC
9	TOM HAMILTON	15	37	JIM THORPE	125
10	BILL DUDLEY	15	38	AMOS ALONZO STAGG	20
12	OTTO GRAHAM	40	39	"BRUD" HOLLAND	SC
14	GAYNELL TINSLEY (WHITE BIO)	125	42	EDDIE TYRON	SC
14	GAYNELL TINSLEY (CORRECT BIO)	15	47	"BO" McMILLAN	SC
16	KNUTE ROCKNE	75	50	KEN KAVANAUGH	SC
18	"PUDDGE" HEFFELFINGER	SC	52	JOHNNY LUJACK	25
19	BRUCE SMITH	SC	56	ERNIE NEVERS	30
20	SAMMY BAUGH	50	59	"DOC" BLANCHARD	SC
21	"WHIZZER" WHITE (TINSLEY BIO)	100	63	CHARLIE JUSTICE	SC
21	"WHIZZER" WHITE (CORRECT BIO)	25	64	BENNY FRIEDMAN	SC
23	DICK KAZMAIER	SC	66	"BRUISER" KINARD	SC
24	KEN STRONG	SC	68	THE FOUR HORSEMEN	100
26	LARRY KELLEY	SC	69	FRANK SINKWICH	SC
27	RED GRANGE	90	73	PAUL GOVERNALI	SC
28	MEL HEIN	15	76	ANGELO BERTELLI	SC
29	LEO NOMELLINI	25	78	JAY BERWANGER	SC
31	GEORGE SAUER	15	82	ALEX WOJCIECHOWICZ	SC
34	DAVEY O'BRIEN	25	84	"ACE" PARKER	SC
85	SID LUCKMAN				SC
89	MARSHALL GOLDBERG				SC
97	DON HUTSON				75
98	BEATTIE FEATHERS				20
100	"FATS" HENRY				30
	SUPER COMMON (SC)				10
	COMMON				3
	SET				1250
	ONE CENT WRAPPER				300
	FIVE CENT WRAPPER				250
	TEN CENT WRAPPER				NOT IDENTIFIABLE
	ONE CENT PACK				750
	FIVE CENT PACK				1000
	TEN CENT PACK				5000
	ONE CENT BOX (EMPTY)				SPECULATIVE
	FIVE CENT BOX (EMPTY)				SPECULATIVE
	TEN CENT BOX (EMPTY)				SPECULATIVE

## ALL AMERICAN FOOTBALL CHECKLIST

### BY SCHOOL

97	DON HUTSON	ALABAMA	99	DON WHITMIRE	(ALABAMA &) NAVY
99	DON WHITMIRE	ALABAMA (SHOWS NAVY)	3	ED WEIR	NEBRASKA
25	CAS MYSLINSKI	ARMY	17	BOB REYNOLDS	NEBRASKA
32	HANK FOLDBERG	ARMY	31	GEORGE SAUER	NEBRASKA
44	ED GARBISCH	ARMY	12	OTTO GRAHAM	NORTHWESTERN
45	ELMER OLIPHANT	ARMY	16	KNUTE ROCKNE	NOTRE DAME
53	JACK GREEN	ARMY	52	JOHNNY LUJACK	NOTRE DAME
55	FRANK MERRITT	ARMY	68	THE FOUR HORSEMEN	NOTRE DAME
59	"DOC" BLANCHARD	ARMY	76	ANGELO BERTELLI	NOTRE DAME
95	CHRIS CAGLE	ARMY	30	WES FESLER	OHIO STATE
90	CHARLEY O'ROURKE	BOSTON COLLEGE	66	"BRUISER" KINARD	OLE MISS
37	JIM THORPE	CARLISLE	33	BOB HIGGINS	PENN STATE
47	"BO" McMILLAN	CENTRE	65	JOE DONCHESS	PITTSBURGH
78	JAY BERWANGER	CHICAGO	70	BILL DADDIO	PITTSBURGH
42	EDDIE TYRON	COLGATE	89	MARSHALL GOLDBERG	PITTSBURGH
21	"WHIZZER" WHITE	COLORADO	23	DICK KAZMAIER	PRINCETON
73	PAUL GOVERNALI	COLUMBIA	51	DUANE PURVIS	PURDUE
85	SID LUCKMAN	COLUMBIA	4	ERNY PINCKERT	SO CAL
15	EDDIE KAW	CORNELL	13	AARON ROSENBERG	SO CAL
39	"BRUD" HOLLAND	CORNELL	81	"COTTON" WARBURTON	SO CAL
54	EDDIE DOOLEY	DARTMOUTH	71	BOB WILSON	SOUTHERN METHODIST
60	"TIGER" HILL	DUKE	5	BOB GRAYSON	STANFORD
84	"ACE" PARKER	DUKE	56	ERNIE NEVERS	STANFORD
58	ED FRANCO	FORDHAM	67	FRANKIE ALBERT	STANFORD
82	ALEX WOJCIECHOWICZ	FORDHAM	75	HUGH GALLARNEAU	STANFORD
69	FRANK SINKWICH	GEORGIA	41	JOE ALEXANDER	SYRACUSE
61	CHARLEY BRICKLEY	HARVARD	57	VIC HANSON	SYRACUSE
72	"CHUB" PEABODY	HARVARD	1	HERMAN HICKMAN	TENNESSEE
27	RED GRANGE	ILLINOIS	8	GEORGE CAFEGO	TENNESSEE
6	NILES KINNICK	IOWA	11	BOBBY DODD	TENNESSEE
88	RALPH KERCHEVAL	KENTUCKY	74	GENE McEVER	TENNESSEE
14	GAYNELL TINSLEY	LOUISIANA STATE	77	BOWDEN WYATT	TENNESSEE
50	KEN KAVANAUGH	LOUISIANA STATE	98	BEATTIE FEATHERS	TENNESSEE
35	TOM HARMON	MICHIGAN	2	JOHN KIMBROUGH	TEXAS A&M
62	HARRY NEWMAN	MICHIGAN	20	SAMMY BAUGH	TEXAS CHRISTIAN
64	BENNY FRIEDMAN	MICHIGAN	34	DAVEY O'BRIEN	TEXAS CHRISTIAN
80	BENNIE OOSTERBAAN	MICHIGAN	49	DON ZIMMERMAN	TULANE
87	"GERMANY" SCHULZ	MICHIGAN	22	"BRICK" MULLER	U OF CAL
93	WILLIE HESTON	MICHIGAN	43	GEORGE SAVITSKY	U. OF PENN
94	"CHUCK" BERNARD	MICHIGAN	91	BOB ODELL	U. OF PENN
19	BRUCE SMITH	MINNESOTA	96	BILL HOLLENBACK	U. OF PENN
29	LEO NOMELLINI	MINNESOTA	40	DONN MOOMAW	U.C.L.A.
48	ED WIDSETH	MINNESOTA	10	BILL DUDLEY	VIRGINIA
79	"PUG" LUND	MINNESOTA	28	MEL HEIN	WASH STATE
92	"BIGGIE" MUNN	MINNESOTA	36	TURK EDWARDS	WASH STATE
7	ANDY BERSHAK	N. CAROLINA	100	"FATS" HENRY	WASH. & JEFFERSON
63	CHARLIE JUSTICE	N. CAROLINA	18	"PUDGE" HEFFELFINGER	YALE
24	KEN STRONG	N.Y.U.	26	LARRY KELLEY	YALE
46	ARNIE LASSMAN	N.Y.U.	38	AMOS ALONZO STAGG	YALE
9	TOM HAMILTON	NAVY	83	TED COY	YALE
			86	ALBIE BOOTH	YALE

## ANIMALS OF THE WORLD

Issued As: Zoo Picture Card Gum

ACC #: R714-1

Issue Date: 1951

Size: 2 1/16" x 2 5/8", 52 x 67 mm

Packaging: 1 cent, 5 cent, 10 cent TCG cellophane (2 card panels) Mfr: Topps Chewing Gum, Inc.

Base Set Size: 100

Number of Series: 1

Sheet Size: Unknown



Intended as an extension of the Frank Buck *Bring 'Em Back Alive* set issued in 1950, *Animals of the World* has been fooling people since 1951. In the wake of a public relations dustup over *Freedom's War*, Topps scrapped that set and quickly promised another series of Frank Buck cards. What resulted though, was not at all what had been promised. As the backs indicate, the 100 card set picked up the numbering at #101, which would neatly fit atop the first 100 cards of a two series set. But rather than featuring the action packed scenes that Frank Buck and Topps were famous for, *Animals of the World* featured sedate, albeit well-executed illustrations of wild animals shown against a rectangle of nuanced color that dominated most of the obverse. An unobtrusive caption appears below each illustration.

The artwork for the set came from the talented hand of Mary Lee Baker and was taken from a popular 1948 book featuring her illustrations called *Wild Animals of the World*. The reasons for this subterfuge are unknown but Topps probably could not license a second series of cards from the Buck estate and having promised a second series, simply improvised. The Topps Guernsey's auction of 1989, which featured thousands of pieces of production artwork, had eleven paintings of cards purported to belong to *Animals of the World*. Close examination of these paintings show they are somewhat more in line with the *Bring 'Em Back Alive* cards and do not resemble the issued *Animals of the World* subjects at all.

The *American Card Catalog* has assigned the set a -1 suffix, whereas *Bring 'Em Back Alive* is designated R714-2, a reversal that helps tie the two sets together in oddly backwards fashion. The 1953 version of the ACC, using a different scheme than the one commonly referred to today, assigned *Bring 'Em Back Alive* a catalog number of R527 and *Animals of the World* was designated as R529, following the proper progression.

The cards were issued as singles and 2 card panels, most of which have been separated by now and the latter will show remnants of the connecting tabs. The cards can be found with tan or gray backs although neither carries any premium. Some Price Guides suggest only the gray backs can be found in panelized form but the evidence contradicts this.

A major find of penny packs in the early 1990's is still saturating the market with wrappers and stained cards but the five cent pack and wrapper is considered scarce, as are any of the various elongated packs that held panelized Topps cards issued in 1950-51. *Animals of the World* is not very popular with collectors and is one of the lowest priced Topps sets of its time.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, Jeff Shepherd, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html> , Author's Research)

## ANIMALS OF THE WORLD CHECKLIST

NUMBER	NAME	TAN BACK	GRAY BACK	NUMBER	NAME	TAN BACK	GRAY BACK
101	RED SQUIRREL			151	SPIDER MONKEY		
102	ALASKA BROWN BEAR			152	COATI-MUNDI		
103	DUGONG			153	LEMUR		
104	BLACKBUCK			154	COUGAR		
105	KOALA			155	BANTING		
106	PANGOLIN			156	CACOMISTLE		
107	SIBERIAN IBEX			157	BONGO		
108	BROCKET			158	ELEPHANT SEAL		
109	TAMANDUA			159	JAGUAR		
110	CAPE HUNTING DOG			160	LION		
111	GAYAL			161	MOOSE		
112	CRESTED PORCUPINE			162	POLAR BEAR		
113	CHINCHILLA			163	CARIBOU		
114	HYRAX			164	NINE-BANDED ARMADILLO		
115	MEERKAT			165	MONGOOSE		
116	BARBARY APE			166	PIG-TAILED MACAQUE		
117	WOLVERINE			167	MOUFLON		
118	ADDAX			168	UAKARI		
119	DINGO			169	SNOW LEOPARD		
120	CHEVROTAINE			170	AFRICAN ELEPHANT		
121	HOG DEER			171	HARTEBEEST		
122	COMMON DUIKER			172	BEAVER		
123	MUSKRAT			173	FOSSA		
124	LESSER PANDA			174	PIGMY HIPPOPOTAMUS		
125	GUANACO			175	SHREW		
126	BLESBOK			176	GORILLA		
127	SAPAJOU			177	SLOTH		
128	ACUDAD			178	VAMPIRE BAT		
129	ARABIAN CAMEL			179	YAPOK		
130	WHITE-TAILED DEER			180	JAGUARUNDI		
131	REINDEER			181	GEMSBOK		
132	SOLENDON			182	MALAYAN TREE SHREW		
133	AXIS DEER			183	KOUPREY		
134	TENREC			184	WHALE		
135	GIRAFFE			185	RED FOX		
136	TAPIR			186	ZEBRA		
137	MANGABEY			187	WAPITI		
138	LEMMING			188	QUAGGA		
139	POTTO			189	WALRUS		
140	BANDICOOT			190	MARTEN		
141	AGOUTI			191	AYE-AYE		
142	OKAPI			192	FLYING PHALANGER		
143	COTTONTAIL RABBIT			193	HOWLER MONKEY		
144	CALIFORNIA SEALION			194	ORANG-UTAN		
145	HAMADRYAS BABOON			195	FISHER		
146	ONAGER			196	AFRICAN BLACK RHINOCEROS		
147	CANADA LYNX			197	GIANT ANTEATER		
148	CUSCUS			198	CHEETAH		
149	VICUNA			199	THYLACINE		
150	KIANG			200	NILGHAI		

### PRICING

101	RED SQUIRREL	8
200	NILGHAI	6
	COMMON	2
	COMMON PANEL	20
	SET (SINGLES)	200
	SET (PANELS)	SPEC.
	ONE CENT WRAPPER	12
	FIVE CENT WRAPPER	200
	ONE CENT PACK	25
	FIVE CENT PACK	SPEC.
	ONE CENT BOX (EMPTY)	300
	FIVE CENT BOX (EMPTY)	SPEC.

## BASEBALL CANDY

**Issued As:** Baseball Candy, Doubles; *a.k.a.* Red Backs, Blue Backs, Connie Mack's All Time All Star Team (or Connie Mack All Stars), Major League All Stars (or Current All Stars), Teams (or Team Pictures)

Subset	ACC #:	Size	Base Set Size
Connie Mack All Stars	R414-2	2 1/16" x 5 1/4", 52 x 133 mm	11
Major League All Stars	R414-3	2 1/16" x 5 1/4", 52 x 133 mm	8 (+3 unissued)
Teams	R414-4	2 1/16" x 5 1/4", 52 x 133 mm	9
Red Backs	R414-5a	2 1/16" x 2 5/8", 52 x 67 mm	52
Blue Backs	R414-5b	2 1/16" x 2 5/8", 52 x 67 mm	52

**Issue Date:** 1951, Red Backs & Blue Backs Reissued as *Doubles* in 1952    **Mfr:** Topps Chewing Gum, Inc.

**Packaging:** 1 cent *Baseball Candy* (Blue Backs), 1 cent *Doubles* (Red Backs and Blue Backs), 5 cent (Red Backs and Blue Backs, in panel form), 10 cent TCG cellophane (2 card panels of Red Backs or Blue Backs), 29 cent bag (with full *Red Back* set on panels and extra *All Star* and *Team Cards*)

**Base Set Size:** 132 (+3 Unissued)

**Sheet Sizes:** Unknown

The first shot taken by Topps at Bowman's baseball card franchise was fired not in 1952 but rather a year earlier. *Baseball Candy* encompasses no less than five separate yet interlocking issues, some of which underwent at least two, if not three, print runs. Presumably using the pictures licensed from Russell Publishing in 1950, the two most popular *Baseball Candy* sets are the twin decks of 52 cards known as *Red Backs* and *Blue Backs*, which were designed as a card game. The two *All Star* sets had figures that were designed to be punched out and "stand up" if one followed the instructions on their reverses. Topps seemingly envisioned the stand-ups being used as base runners on a play diamond while the card game was being contested; the team cards would seem superfluous in this arrangement but could have acted as stiffeners for the die cut *All Stars* and panels of *Red & Blue Back* cards in the five cent packs.

*Red Backs* appeared first and debuted in the nickel *Baseball Candy* packs, with four two card panels and an undated version of a single *Team* or *Connie Mack All Stars* card sold along with a long piece of caramel, scored into five pieces, enclosed in its own glassine interior wrapper. Early Topps advertising for the first run of *Baseball Candy* packs indicates a *Connie Mack All Star* card was to be included and makes no mention of a one cent configuration. Intriguingly, the graphics for the *Connie Mack All Star* card in the ad depict Christy Mathewson with rounded corners, just like the *Red Backs*, although they were not issued this way. There is evidence the *All Stars* and the undated version of the *Teams* were printed on the same sheet so it may have just been luck of the draw as to which type of card came in each pack.

*Blue Backs* then followed, with a single card and solitary piece of caramel wrapped in cellophane residing within a penny pack. The cello had instructions printed in red detailing how the baseball game should be played. Shortly thereafter another run of *Red Backs* was produced. At this point it appears the *Blue Backs* also became available in the nickel packs, with a *Major League All Star* or dated *Team* card tucked in with them. Sales would seem to have been robust but the *Blue Backs* only had a single print run and the *Major League All Star* cards appearing with them are among the scarcest regularly issued Topps cards. It is

possible an injunction filed by Bowman halted sales at this point but there is no evidence of an associated suit. Given Topps' history, a cease-and-desist letter would probably not have worked.

The 104 players depicted by Topps in the *Red* and *Blue Back* sets were thought by them to be “safe”, meaning Bowman did not have an exclusive contract with those players for the 1951 season or if one existed, the wording was such that a player's image could be sold along with candy (just not gum). A look at the possible culprits for the curtailment of *Baseball Candy* leads to the *Major League All Stars*. Three of these, Konstanty, Roberts and Stanky, were not issued with the other 8 cards in the set and are legendary rarities; all had a corresponding Bowman card for 1951. Stanky was a *Red Back* subject while the other two were not. Of the remaining players all but Berra, Drope and Kiner had both 1951 Bowman and *MLAS* cards, while Berra, Kiner and Rizzuto also appeared on the *Red Backs*. Rizzuto is the only one to appear in all three of the “current” 1951 sets (and in fact was a Bowman subject every year from 1948-55).

That means Stanky may not have been “safe”, nor were Konstanty and Roberts and it is unclear why they were contemplated as *All Stars*. The *Blue Back* version of *Baseball Candy* probably was not pulled from the shelves; it seems more likely a second print run was merely scrapped. Eight panels of two *Red Backs* or *Blue Backs* would also be inserted in Trading Card Guild red cello packs (which contained no candy or gum) but it is unclear if all printings were sold this way. A full set of Red backs was also sold (as panels) in bagged form that also included some indeterminate *All Star* and *Team* cards; whether this was a Topps product or the work of a third party has never been established but it is clearly not branded Topps packaging. *Red* and *Blue Backs* were also repackaged in 1952 as *Doubles*, which were penny packs containing two cards but with no candy or gum. The market must have been choked with *Red Backs* at this point; the *Blue Backs* sold as *Doubles* were likely returns from the jobbers repackaged by Topps but huge amounts of *Red Back Doubles* appear to have never left the jobber's warehouses.

More information on each component of *Baseball Candy* can be found under each set's “real” name.

(Sources: *The Standard Catalog of Vintage Baseball Cards*, Ken Meyer, Author's Research)



A rainbow of monotones: *Red Back* panel with backs from dated *Team* card and *Connie Mack All Star* reverse. The white obverse on the *Red Back* panel on brilliant white stock (reverses on this stock are similarly bright as are all *Blue Backs* and *Major League All Stars*, front and back). The *Red Back* and *Team* reverses show cream stock, while the *Connie Mack All Star* shows tan or even gray stock in the corners, which were in photo corners for decades. Note the red print on the reverses, which ties all three of these *Baseball Candy* subsets together. The *Red Back* panel also exhibits a typical “V” cut, possibly from folding over during cutting. (Author's Collection)



## RED BACKS (1951)

Issued As: Baseball Candy, Doubles

ACC #: R414-5a

Issue Date: 1951, Reissued 1952

Size: 2 1/16" x 2 5/8", 52 x 67 mm

Packaging: 5 cent (in panel form), 10 cent TCG cellophane (2 card panels) 29 cent bag (with full *Red Back* set on panels and extra *All Star* and *Team Cards*), reissued in 1952 as 1 cent *Doubles*

Manufacturer: Topps Chewing Gum, Inc. (1951), T.C.G. (1952)

Base Set Size: 52

Number of Series: 1

Sheet Size: Unknown



The most well known of the five *Baseball Candy* issues, *Red Backs* were far and away the best selling subset. Comprised of 52 players on small, thick cardboard with rounded corners and glossy fronts, the cards are named after their bright red backs and resemble playing cards. With black and white head shots, presumably taken from the Russell Publishing photo archive, accented with spot color, Topps made the most of limited resources in their first dedicated baseball sets and marketed the cards with an overarching game theme. Described on their face as part of "A" series, Topps literally meant it that way as the *Red Backs* were to be sold in conjunction with a "B" series (*Blue Backs*) to allow two youngsters to play a card based game of baseball.

*Red Backs* were originally sold in nickel *Baseball Candy* packs, with four two card panels and an undated, single *Teams* or *Connie Mack All Stars* card together with a long piece of caramel, which was scored into five pieces and enclosed in its own glassine interior wrapper. Early Topps advertising for the first run of *Baseball Candy* packs indicates a *Connie Mack All Star* card was to be included (presumably meaning the team cards were a later add on) and makes no mention of a one cent configuration. Intriguingly, the graphics for the *Connie Mack All Star* card in the ad depict Christy Mathewson with rounded corners, just like the *Red Backs*, although they were not issued this way.

The first run of *Red Backs* was meant to be sold solely as panels, which was Topps preferred method of sale in those days for the smaller sized cards. The caramel was meant to skirt Bowman's contracts, which at the time only exclusively bound players for gum sales. These first run cards were printed on a cream stock which tends to fade a bit to a dingy tan over time on the backs of the cards, which are plain, uncoated cardboard. Some cards look like the sheets were fed the wrong way into the presses and



exhibit plain fronts and glossy reverses. All *Red Backs* will have four nubs either on the top or bottom of the card and some exhibit a v-shaped feature (which can be either concave or convex) on one opposite non-nubbed edge due to the mechanical process used to cut the cards for insertion into packs. The depth of the v-shape is more pronounced on some cards than others and is not always evident.

It can be determined that the cream backs came first thanks to a couple of variations in the set. The first involves Boston Braves fan favorite Tommy Holmes, who was named manager of the Class A Hartford Chiefs on March 20, 1951 after their previous manager, Rip Collins, left to pursue a broadcasting opportunity. Holmes was only 33 and still wielded a potent bat so he may have taken the minor league position with a promise he would get the big league job if the season started falling apart in Boston. The Holmes variations reflect such maneuverings as he is first listed on a cream backed card as member of the Braves. A second run of the card on brilliant white stock has text that states "Now managing Hartford" but depicts Holmes in his Boston cap, which could reflect his return to Boston on June 19<sup>th</sup>, as the "B" on his cap was not airbrushed out. In other words, Topps updated the text but could not easily delete the Boston emblem on his cap. This also ties in with the other player in the set with a variation-Gus Zernial.

On April 30, 1951 Zernial was shipped by the Chicago White Sox to the Philadelphia Athletics in a three way deal involving the Cleveland Indians and Minnie Minoso. His Chicago card is on cream stock but his updated one has him with Philadelphia in the text with the White Sox emblem on his cap airbrushed out, leaving it blank but on brilliant white stock.

The brilliant white stock would also be used on the *Blue Backs*, which will be discussed separately but appear to have been printed in late June. This ties the second printing of *Red Backs* to the sole printing of *Blue Backs* and possibly to the Holmes promotion on June 19<sup>th</sup>. There is no differential in price between cream and white backed cards.

The second run was also intended to be sold in panelized form and does not appear to have been retailed in one cent *Baseball Candy* packs. The panels are in a set pattern, with no duplication, indicating there were perhaps no short prints in the set, although they differ slightly from the Blue Backs panel pairings.

Topps alleges they ran into trouble with both the *Red Backs* and the *Blue Backs*. Their corporate line is that the "varnish" (per Sy Berger) or gloss on the cards reacted badly with the caramel, making some kids sick and resulting in *Baseball Candy* products being pulled from the shelves and a lawsuit being filed against the printer. This is clearly wrong as inner wraps for the caramel are known in one and five cent packaging. The real story probably involves the threat of a Bowman lawsuit or injunction but either way the cards had to be withdrawn from sale. This left Topps with returns from their jobbers not only of *Red Backs* but the other four *Baseball Candy* subsets.

Some panels found their way into bagged sets that sold for 29 cents but bear no Topps markings or included any candy or gum. Team cards and at least one of the All Star Stand up cards were also included in these backs but not as full sets; an instruction sheet was inserted in the bag as well. It is not clear if the lack of Topps identification was intentional or if a third party sold these. The paper playing field sold with this set did replicate one previously used by Ed-U-Cards for their 1949 "Batter Up" deck.

In 1952, two *Red Back* cards (and sometimes *Blue Backs*) were sold without any caramel or gum in penny packs as *Doubles*. The box art for *Doubles* encouraged kids to "collect the deck-winner deals" but does not indicate the cards were repackaged. Where these penny packs were to be sold beyond New York and Philadelphia is a mystery, as is the timing of the *Doubles* release as Topps was trying to break through with their regular 1952 baseball cards. *Bazooka* comic premiums also had offers for *Red Backs*.

A large find of *Doubles* packs, mostly containing *Red Backs* occurred in the late 1980's, flooding the market. As a result, sealed *Doubles* wrappers and *Red Backs* are quite easy to find today. The *Baseball Candy* five cent wrapper is quite scarce. Panels, without gum, were also sold in generic red Trading Card Guild wrappers.

The various results over the entire deck of 52 cards are as follows:

Balk 1	Hit By Pitcher 1
Ball 18	Home Run 1
Bunt 1	Out 2
Bunt Sacrifice 1	Single 3
Double 2	Stolen Base 2
Fly Out 2	Strike 12
Foul Ball 3	Triple 2
Foul Out 1	

The results differ a little bit from the *Blue Backs* results. Panel combinations are as follows:

1-26	15-35
2-25	19-50
3-21	20-40
4-43	22-52
5-16	23-44
6-31	27-34
7-12	28-48
8-47	29-39
9-41	30-46
10-32	33-51
11-24	36-42
13-17	37-49
14-18	38-45

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Sports Collectors Digest*, <http://www.psacard.com>, Author's Research)



1952 *Doubles* packs contained two *Red Backs* (sometimes 2 *Blue Backs*) and no caramel (Author's Collection)

# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

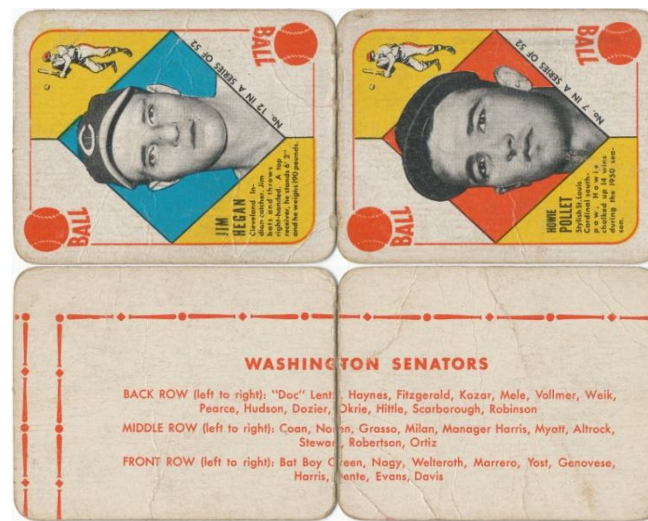
## RED BACKS CHECKLIST

NUMBER	NAME	TEAM	RESULT	CREAM	WHITE	NUMBER	NAME	TEAM	RESULT	CREAM	WHITE
1	LARRY (YOGI) BERRA	YANKEES	FOUL BALL			27	WALLY WESTLAKE	PIRATES	BALL		
2	SID GORDON	BRAVES	STOLEN BASE			28	ELMER VALO	ATHLETICS	STRIKE		
3	FERRIS FAIN	ATHLETICS	FOUL BALL			29	BOB KENNEDY	INDIANS	BALL		
4	VERNE STEPHENS	RED SOX	STOLEN BASE			30	WARREN SPAHN	BRAVES	BALL		
5	PHIL RIZZUTO	YANKEES	DOUBLE			31	GIL HODGES	DODGERS	STRIKE		
6	ALLIE REYNOLDS	YANKEES	BALL			32	HENRY THOMPSON	GIANTS	STRIKE		
7	HOWIE POLLET	CARDINALS	BALL			33	WILLIAM WERLE	PIRATES	STRIKE		
8	EARLY WYNN	INDIANS	BALL			34	GRADY HATTON	REDS	BALL		
9	ROY SIEVERS	BROWNS	STRIKE			35	AL ROSEN	INDIANS	STRIKE		
10	MEL PARNELL	RED SOX	FOUL OUT			36	GUS ZERNIAL	SEE RIGHT	FLY OUT	WHITE SOX	ATHLETICS
11	GENE HERMANSKI	DODGERS	BALL			37	WES WESTRUM	GIANTS	TRIPLE		
12	JIM HEGAN	INDIANS	BALL			38	ED (DUKE) SNIDER	DODGERS	SINGLE		
13	DALE MITCHELL	INDIANS	BALL			39	TED KLUSZEWSKI	REDS	SINGLE		
14	WAYNE TERWILLIGER	CUBS	BALL			40	MIKE GARCIA	INDIANS	SINGLE		
15	RALPH KINER	PIRATES	BALL			41	WHITNEY LOCKMAN	GIANTS	BALL		
16	PREACHER ROE	DODGERS	BALL			42	RAY SCARBOROUGH	RED SOX	TRIPLE		
17	DAVE BELL	PIRATES	BALL			43	MAURICE McDERMOTT	RED SOX	BALK		
18	GERRY COLEMAN	YANKEES	BALL			44	SID HUDSON	SENATORS	HIT BY PITCHER		
19	DICK KOKOS	BROWNS	STRIKE			45	ANDY SEMINICK	PHILLIES	OUT		
20	DOMINICK DIMAGGIO	RED SOX	BALL			46	BILLY GOODMAN	RED SOX	BUNT SACRIFICE		
21	LARRY JANSEN	GIANTS	BALL			47	TOMMY GLAVIANO	CARDINALS	OUT		
22	BOB FELLER	INDIANS	STRIKE			48	EDDIE STANKY	GIANTS	BUNT		
23	RAY BOONE	INDIANS	STRIKE			49	AL ZARILLA	WHITE SOX	HOME RUN		
24	HANK BAUER	YANKEES	STRIKE			50	MONTE IRVIN	GIANTS	DOUBLE		
25	CLIFF CHAMBERS	PIRATES	STRIKE			51	EDDIE ROBINSON	WHITE SOX	FOUL BALL		
26	LUKE EASTER	INDIANS	STRIKE			52	TOMMY HOLMES	SEE RIGHT	FLY OUT	BRAVES	HARTFORD

### PRICING

1	LARRY (YOGI) BERRA	40
5	PHIL RIZZUTO	35
22	BOB FELLER	35
30	WARREN SPAHN	25
36	GUS ZERNIAL CHICAGO	40
36	GUS ZERNIAL PHILADELPHIA	8
38	ED (DUKE) SNIDER	25
52	TOMMY HOLMES (BOSTON)	30
52	TOMMY HOLMES (HARTFORD)	8
	COMMON	6
	COMMON PANEL	BOTH + 35%
	SUPER COMMON	12
	SUPER COMMON PANEL	BOTH + 50%

SEMI STAR	18
SEMI STAR PANEL	BOTH + 50%
HOF PANELS	BOTH + 200%
BASE SET (SINGLES)	500
BASE SET (PANELS)	SPEC.
SET (29 CENT BAG)	SPEC.
ONE CENT WRAPPER (DOUBLES)	2
FIVE CENT WRAPPER	SPEC.
TEN CENT WRAPPER (TCG)	25
ONE CENT PACK (DOUBLES)	75
FIVE CENT PACK	SPEC.
TEN CENT PACK (TCG)	SPEC.
ONE CENT BOX (DOUBLES-EMPTY)	150
FIVE CENT BOX (EMPTY)	SPEC.



1951 Red Backs with Team Card misprint reverses (author's collection)

## BLUE BACKS (1951)

Issued As: Baseball Candy, Doubles

ACC #: R414-5b

Issue Date: 1951, Reissued 1952

Size: 2 1/16" x 2 5/8", 52 x 67 mm

Packaging: 1 cent *Baseball Candy*, 5 cent (in panel form), 10 cent TCG cellophane (2 card panels), reissued in 1952 as 1 cent *Doubles*

Manufacturer: Topps Chewing Gum, Inc. (1951), T.C.G. (1952)

Base Set Size: 52

Number of Series: 1

Sheet Size: Unknown



One of the five *Baseball Candy* issues, *Blue Backs* were comprised of 52 players on small, thick cardboard with rounded corners and glossy fronts. The cards are named after their bright blue backs and resemble playing cards. With black and white head shots, presumably taken from the Russell Publishing photo archive, accented with spot color, Topps made the most of their limited resources in their first dedicated baseball sets and marketed the cards as part of an over-arching game theme. Described on their face as part of a "B" series, Topps literally meant it that way as the *Blue Backs* were to be sold in conjunction with an "A" series (*Red Backs*) to allow two youngsters to play a card based game of baseball.

*Blue Backs* were originally sold in penny nickel *Baseball Candy* packs, with one card and a piece of caramel in the former and four two card panels and a dated, single *Teams* or *Major League All Stars* card together with a long piece of caramel, which was scored into five pieces and enclosed in its own glassine interior wrapper in the latter. The panels are in a set pattern, with no duplication, indicating perhaps there were no short prints in the set. This pattern does not quite match that of the *Red Backs* though.

The *Blue Backs* were all printed on brilliant white stock, apparently in a single press run and one that was seemingly shorter than the *Red Backs* run on the same stock. They are more difficult to find than the related *Red Backs* but the gap has shrunk in recent years, indicating a supply has been found. *Blue Backs* were printed sometime after May 14<sup>th</sup> as Billy Johnson was traded from the Yankees to the Cardinals on that date and in the set he is described as a Cardinal (sporting a blank cap). Their printing probably occurred right around June 15<sup>th</sup>, as Andy Pafko is still shown as a Cub, despite a trade to Brooklyn on that date. The set has no variations.

The *Baseball Candy* packs with *Blue Back* cards may only have seen a regional distribution in the Northeast. Topps though, alleges they ran into trouble with these cards (and the *Red Backs*) and their

corporate line even today is that the “varnish” (per Sy Berger) or gloss on the cards reacted badly with the caramel, making some kids sick and resulting in *Baseball Candy* products being pulled from the shelves and a lawsuit being filed against the printer. This is clearly wrong as inner wraps for the caramel are known in one and five cent packaging. The real story probably involves the threat of a Bowman lawsuit or injunction but either way the cards had to be withdrawn from sale. This left Topps with returns from their jobbers not only of *Blue Backs* but the other four *Baseball Candy* subsets.

In 1952, *Blue Backs* were sold without any caramel or gum in penny packs as *Doubles*; most of the packs contained *Red Backs* but some *Blue Backs* were also resold in this fashion, two cards to a pack. The box art for *Doubles* encouraged kids to “collect the deck-winner deals” but does not indicate the cards were repackaged. Where these penny packs were to be sold beyond New York and Philadelphia is a mystery, as is the timing of the *Doubles* release as Topps was trying to break through with their regular 1952 baseball cards.

A large find of *Doubles* packs containing *Red Backs* occurred in the late 1980's and also yielded a much smaller supply of *Blue Backs*. The *Baseball Candy* one cent wrapper is quite scarce, as is the five cent version. Panels, without gum, were also sold in the generic red Trading Card Guild wrappers.

The various results over the entire deck of 52 cards are as follows:

Balk 1	Hit By Pitcher 1
Ball 16	Home Run 1
Bunt 1	Out 4
Bunt Sacrifice 1	Single 3
Double 1	Stolen Base 2
Fly Out 2	Strike 14
Foul Ball 3	Triple 1
Foul Out 1	

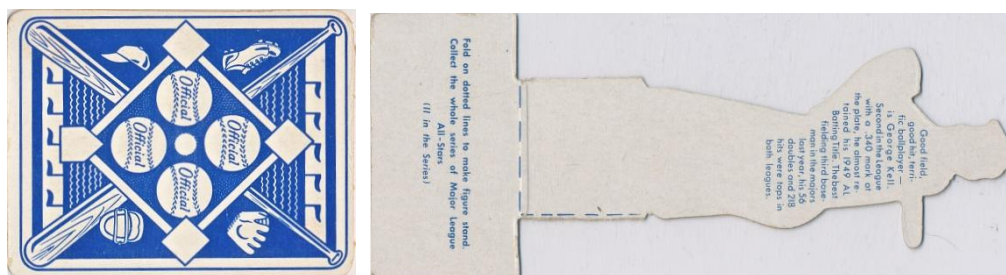
The results differ a little bit from the *Blue Backs* results. Panel combinations are as follows:

1-40	19-34
2-12	20-33
3-11	21-32
4-17	22-44
5-37	23-26
6-35	27-43
7-10	28-46
8-25	30-31
9-13	36-49
14-29	38-47
15-42	39-50
16-41	45-51
18-24	48-52

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Sports Collectors Digest*, <http://www.psacard.com>, Author's Research)



## THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956



Blue Backs and Major League All Stars exhibit brilliant white stock on both sides and share the same blue print on the reverse. Neither set comes on cream or tan stock. (Author's Collection)

## BLUE BACKS CHECKLIST

NUMBER	NAME	TEAM	RESULT
1	EDDIE YOST	NATIONALS	FOUL BALL
2	HENRY (HANK) MAJESKI	WHITE SOX	STOLEN BASE
3	RICHIE ASHBURN	PHILLIES	FOUL BALL
4	DEL ENNIS	PHILLIES	STOLEN BASE
5	JOHNNY PESKY	RED SOX	OUT
6	ALBERT (RED) SCHOENDIENST	CARDINALS	BALL
7	GERALD STALEY	CARDINALS	BALL
8	DICK SISLER	PHILLIES	BALL
9	JOHNNY SAIN	BRAVES	STRIKE
10	JOE PAGE	YANKEES	FOUL OUT
11	JOHNNY GROTH	TIGERS	BALL
12	SAM JETHROE	BRAVES	BALL
13	JAMES (MICKEY) VERNON	NATIONALS	BALL
14	GEORGE MUNGER	CARDINALS	STRIKE
15	EDDIE JOOST	ATHLETICS	STRIKE
16	MURRY DICKSON	PIRATES	BALL
17	ROY SMALLEY	CUBS	BALL
18	NED GARVER	BROWNS	BALL
19	PHIL MASI	WHITE SOX	STRIKE
20	RALPH BRANCA	DODGERS	BALL
21	BILLY JOHNSON	CARDINALS	BALL
22	BOB KUZAVA	NATIONALS	STRIKE
23	PAUL (DIZZY) TROUT	TIGERS	STRIKE
24	SHERMAN LOLLAR	BROWNS	STRIKE
25	SAM MELE	NATIONALS	STRIKE
26	CHICO CARRESQUEL	WHITE SOX	STRIKE

NUMBER	NAME	TEAM	RESULT
27	ANDY PAKKO	CUBS	BALL
28	HARRY (THE CAT) BRECHEEN	CARDINALS	STRIKE
29	GRANVILLE HAMNER	PHILLIES	BALL
30	ENOS (COUNTRY) SLAUGHTER	CARDINALS	BALL
31	LOU BRISSIE	INDIANS	STRIKE
32	BOB ELLIOT	BRAVES	STRIKE
33	DON LENHARDT	BROWNS	STRIKE
34	EARL TORGESON	BRAVES	BALL
35	TOMMY BYRNE	YANKEES	STRIKE
36	CLIFF FANNIN	BROWNS	FLY OUT
37	BOBBY DOERR	RED SOX	OUT
38	IRV NOREN	NATIONALS	SINGLE
39	ED LOPAT	YANKEES	SINGLE
40	VIC WERTZ	TIGERS	SINGLE
41	JOHNNY SCHMITZ	CUBS	BALL
42	BRUCE EDWARDS	DODGERS	TRIPLE
43	WILLIE (PUDDIN' HEAD) JONES	PHILLIES	BALK
44	JOHNNY WRYOSTEK	REDS	HIT BY PITCHER
45	BILL PIERCE	WHITE SOX	OUT
46	GERRY PRIDY	TIGERS	BUNT SACRIFICE
47	HERMAN WEHMEIER	REDS	OUT
48	BILLY COX	DODGERS	BUNT
49	HENRY (HANK) SAUER	CUBS	HOME RUN
50	JOHNNY MIZE	YANKEES	DOUBLE
51	EDDIE WAITKUS	PHILLIES	FOUL BALL
52	SAM CHAPMAN	INDIANS	FLY OUT

3	RICHIE ASHBURN	125
6	ALBERT (RED) SCHOENDIENST	60
30	ENOS (COUNTRY) SLAUGHTER	75
50	JOHNNY MIZE	75
	COMMON	8
	COMMON PANEL	BOTH + 50%
	SUPER COMMON	15
	SUPER COMMON PANEL	BOTH + 100%
	SEMI STAR	25
	SEMI STAR PANEL	BOTH + 100%
	HOF PANELS	BOTH + 250%

### PRICING

BASE SET (SINGLES)	800
BASE SET (PANELS)	SPEC.
SET (29 CENT BAG)	SPEC.
ONE CENT WRAPPER (DOUBLES)	2
FIVE CENT WRAPPER	SPEC.
TEN CENT WRAPPER (TCG)	25
ONE CENT PACK (DOUBLES)	125
FIVE CENT PACK	SPEC.
TEN CENT PACK (TCG)	SPEC.
ONE CENT BOX (DOUBLES-EMPTY)	150
FIVE CENT BOX (EMPTY)	SPEC.



Cello wrapped caramel with instructions, *Red & Blue Back* references seemingly contradict Sy Berger's "varnish" story (courtesy Ken Meyer)

## CONNIE MACK ALL STARS (1951)

Issued As: Baseball Candy, Connie Mack's All Time All Star Team

ACC #: R414-2

Issue Date: 1951,

Size: 2 1/16" x 5 1/4", 52 x 133 mm

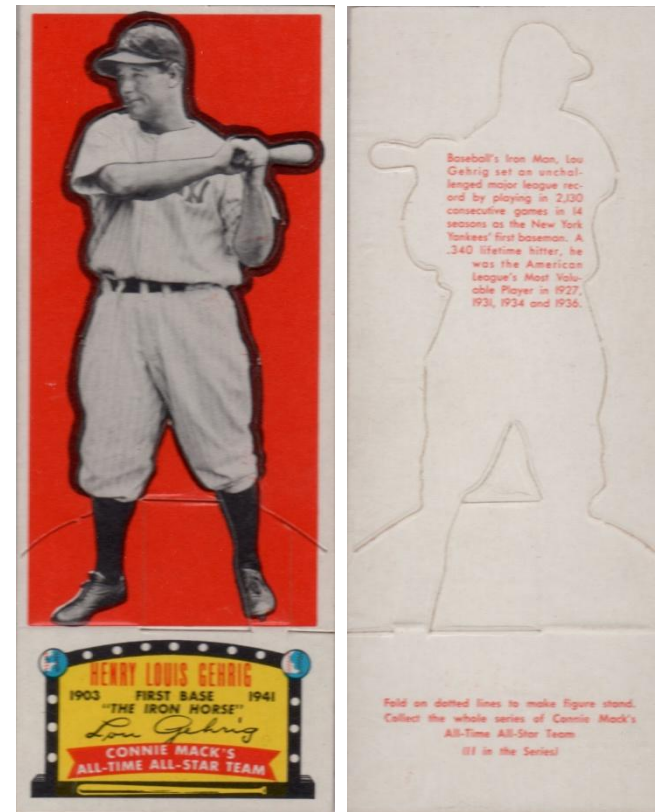
Packaging: 5 cent *Baseball Candy*, 29 cent bag (with full *Red Back* set on panels and extra *All Star* and *Team Cards*)

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 11

Number of Series: 1

Sheet Size: Unknown



The *Connie Mack All Stars* are a die-cut set of eleven players, photographed in black and white and displayed against a bright red background. A “plaque” underneath the picture gives vital statistics and includes a facsimile autograph and features yellow highlights. The plaque differs slightly in appearance from the one used for the companion *Major League All Stars*. The backs had minimal text in a small, red font and indicated there were 11 cards in the series. The cards were originally intended to have rounded corners like the *Red Backs* they were sold in the five cent *Baseball Candy* packs but were issued with typical squared off corners. The measurements mean that a vertical panel of two *Red Backs* is the same size as one *Connie Mack All Star*, so designed as to be sold in the nickel *Baseball Candy* packages.

As the players were meant to be punched out and made into a small stand up, it is likely they were intended to be used as fielders and base runners when the *Red Back* game cards were played with. The



choice of old time players seems curious but Connie Mack had just stepped down as manager of the Philadelphia Athletics after fifty years at the helm and had a popular book out called *My 66 Years in the Big Leagues* and so was quite a visible figure at the time *Baseball Candy* was introduced. Mack was represented in the set and with three pitchers and only two outfielders, it's clear a player was pulled from the set. The long told story is that this was Ty Cobb, who refused to sign a contract with Topps and that is probably true.

*Connie Mack All Stars* can be found with either brilliant white, cream or tan backs. The cream backs were almost certainly marketed with the similarly cream backed first run of *Red Backs* while the second run, on white stock, coincided with the second Red Back printing, also on white stock. *Connie Mack All Stars*, while not common, can be found with some regularity today and are much easier to track down than the sister set of *Major League All Stars*, which were only sold with the *Blue Backs*. *Team Cards* could also be found in the *Baseball Candy* nickel packs and there is evidence they were printed on the same sheet as the *Connie Mack All Stars*. The third printing is still a bit of a mystery and may have been the result of some available cardboard stock being used at the end of a print run as *Connie Mack All Stars* and *Teams* all exhibit the same three types of stock.

Many of these cards are found today without the red background, although a fair supply of punched but otherwise intact cards exists. A small nub can often be observed on the top and bottom edges of intact cards. Scarcer still are unpunched examples but they can be found with some diligence. *Connie Macks* are however, not nearly as abundant as the *Red Backs*.

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Sports Collectors Digest*, Author's Research, scans courtesy of Al Richter)

## CONNIE MACK ALL STARS CHECKLIST

NAME	TEAM
GROVER CLEVELAND ALEXANDER	CARDINALS
GORDON STANLEY COCHRANE	ATHLETICS *
EDWARD TROWBRIDGE COLLINS	WHITE SOX
JAMES J. COLLINS	RED SOX *
LOU GEHRIG	YANKEES
WALTER JOHNSON	SENATORS
CONNIE MACK	ATHLETICS
CHRISTOPHER MATHEWSON	GIANTS
GEORGE HERMAN RUTH	YANKEES
TRIS SPEAKER	INDIANS
HONUS WAGNER	PIRATES

WHITE BACK	550	CREAM BACK	500	TAN BACK	500
WHITE BACK	425	CREAM BACK	375	TAN BACK	375
WHITE BACK	175	CREAM BACK	150	TAN BACK	150
WHITE BACK	175	CREAM BACK	150	TAN BACK	150
WHITE BACK	1,600	CREAM BACK	1,500	TAN BACK	1,500
WHITE BACK	550	CREAM BACK	500	TAN BACK	500
WHITE BACK	400	CREAM BACK	350	TAN BACK	350
WHITE BACK	550	CREAM BACK	500	TAN BACK	500
WHITE BACK	2,200	CREAM BACK	2,000	TAN BACK	2,000
WHITE BACK	425	CREAM BACK	375	TAN BACK	375
WHITE BACK	550	CREAM BACK	500	TAN BACK	500

\*-ASSUMED

ALL PRICING IS FOR INTACT , UNPUNCHED CARDS. DEDUCT 25% FOR PUNCHED BUT COMPLETE CARDS AND DEDUCT 50% FOR PUNCHED CARDS WITH NO BACKGROUND.

### PRICING

BASE SET (WHITE, INTACT)	7,500
BASE SET (CREAM OR TAN, INTACT)	7,000
FIVE CENT WRAPPER	SPEC.
FIVE CENT PACK	SPEC.
FIVE CENT BOX (EMPTY)	SPEC.

## MAJOR LEAGUE ALL STARS (1951)

Issued As: Baseball Candy, *a.k.a.* Current All Stars

ACC #: R414-3

Issue Date: 1951,

Size: 2 1/16" x 5 1/4", 52 x 133 mm

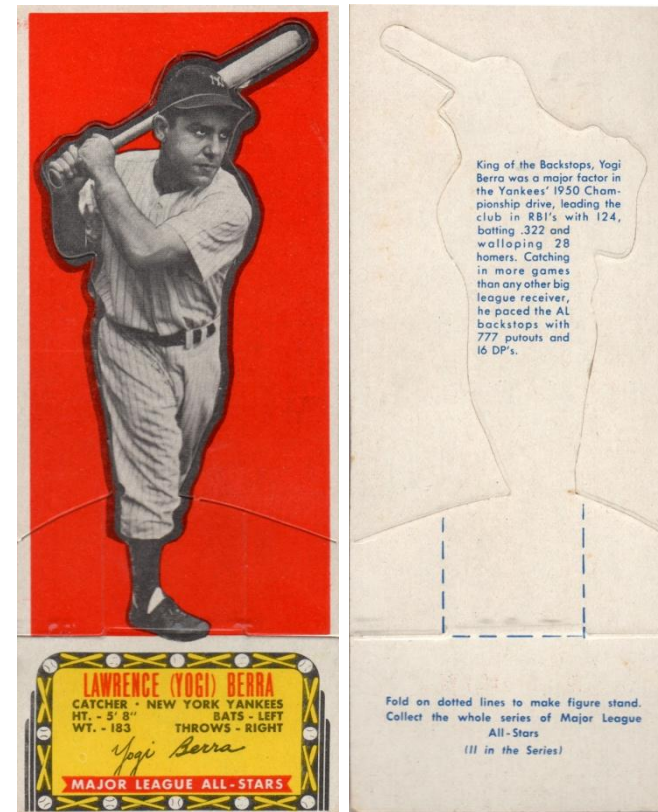
Packaging: 5 cent *Baseball Candy* (in panel form), unissued cards distributed directly by Topps via mail

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 8 (+3 Unissued)

Number of Series: 1

Sheet Size: Unknown



The *Major League All Stars* are a die-cut set of eleven players, three of whom were withdrawn before insertion into packs, photographed in black and white and displayed against a bright red background. A "plaque" underneath the picture gives vital statistics and includes a facsimile autograph and features yellow highlights. The plaque differs slightly in appearance from the one used for the companion *Connie Mack All Stars*. The backs had minimal text in a small, blue font and indicated there were 11 cards in the series. The measurements mean that a vertical panel of two *Blue Backs* is the same size as one *Major League All Star*, so designed to be sold in the nickel *Baseball Candy* packages.

As the players were meant to be punched out and made into a small stand up, it is likely they were intended to be used as fielders and base runners when the *Blue Back* game cards were played with. *Major League All Stars* can be found only with brilliant white backs, just like the *Blue Backs* and both sets only had a single press run, meaning less were available in 1951 when compared to the *Red Backs* and *Connie*

**Mack All Stars.** *Major League All Stars* are truly scarce and intact examples rarely come up for sale. Dated *Team Cards* could also be found in the *Baseball Candy* nickel packs but it does not appear they were printed on the same sheet as the *Major League All Stars*.

Most of these cards are found today without the red background and an extremely limited supply of punched but otherwise intact cards exists as well. Much scarcer still are unpunched examples, which are quite expensive. *Major League All Stars* are much more difficult to find than the *Blue Backs* or even *Connie Mack All Stars* and by a considerable margin; the eight cards issued at retail are among the scarcest Topps cards of the era. The *Baseball Candy* packs with these cards may only have seen a regional distribution in the metropolitan Philadelphia and New York areas.

The three undistributed cards featured players who all had ties with Philadelphia, home of Bowman Gum. Two of the short prints, Robin Roberts and Jim Konstanty, were teammates on the Phillies in 1950-51 while the third, Eddie Stanky, played for the Giants those two years but was born in Philadelphia.

All three short prints come with white backs and have blue text on the reverse. It might be assumed these three rare variation cards were not printed with the other eight cards in the set but since all cards in the set state there are 11 in the series, the fully finished, all blue text varieties may have been printed at the same time as the rest of the set. Woody Gelman's son Richard, who ran Card Collector's Collectors Company for a time after his father's death, credits Woody with saving all the known examples of the three short prints. In the early 1950's a handful of collectors intrigued by the fact they could only find 8 and wrote to Topps and request the missing ones. Such requests were certainly filled by the Trading Card Guild, which may have been their only method of distribution. Today these cards each command in the mid-five figures.

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Sports Collectors Digest*, Author's Research, scans courtesy of Al Richter)

## MAJOR LEAGUE ALL STARS CHECKLIST

	NAME	TEAM	PRICE (INTACT)
	LAWRENCE (YOGI) BERRA	YANKEES	4,000
	LAWRENCE EUGENE DOBY	INDIANS	1,500
	WALTER DROPO	RED SOX	1,000
	WALTER (HOOT) EVERS	TIGERS	1,000
	GEORGE CLYDE KELL	TIGERS	1,500
	RALPH McPHERRAN KINER	PIRATES	2,000
	ROBERT C. LEMON	INDIANS	1,000
	PHILIP RIZZUTO	YANKEES	2,000

### UNISSUED CARDS:

	JAMES CASIMIR KONSTANTY	PHILLIES	SPEC.
	ROBIN EVAN ROBERTS	PHILLIES	SPEC.
	EDWARD RAYMOND STANKY	GIANTS	SPEC.

BASE SET (8 - INTACT)	14,000
FIVE CENT WRAPPER	SPEC.
FIVE CENT PACK	SPEC.
FIVE CENT BOX (EMPTY)	SPEC.

ALL PRICING IS FOR INTACT , UNPUNCHED CARDS. DEDUCT 25% FOR PUNCHED BUT COMPLETE CARDS AND DEDUCT 50% FOR PUNCHED CARDS WITH NO BACKGROUND.

## TEAMS (1951)

Issued As: **Baseball Candy, a.k.a. Team Cards**

ACC #: R414-4

Issue Date: 1951

Size: 2 1/16" x 5 1/4", 52 x 133 mm

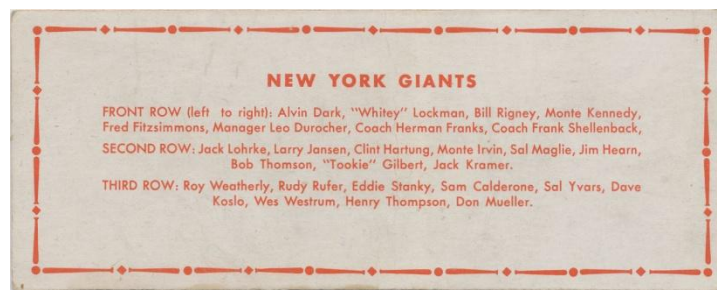
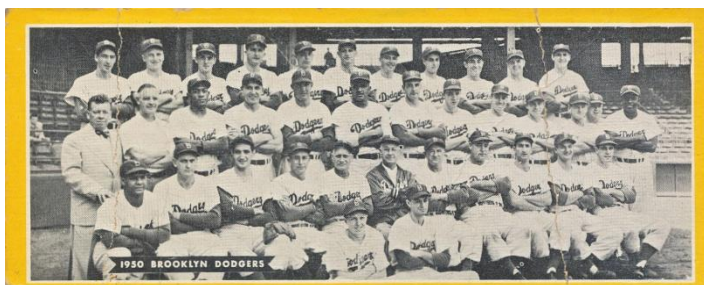
Packaging: 5 cent *Baseball Candy*, 29 cent bag (with full *Red Back* set on panels and extra *All Star* and *Team Cards*)

Manufacturer: **Topps Chewing Gum, Inc.**

Base Set Size: 9

Number of Series: 2

Sheet Size: Unknown



The 1951 Topps *Team* cards are a set that was not fully realized. Issued with both the *Connie Mack All Stars* and *Major League All Stars* in nickel *Baseball Candy* packs containing *Red* or *Blue Backs* they are seven teams shy of the full complement of sixteen major league clubs that played in 1951. Undated cards and dated varieties were issued, the latter purportedly representing 1950 squads but in reality they were just a ruse by Topps. *Team* cards feature black and white photographs in black and white with the team name on a small plate, surrounded by a thick, mustardy-yellow border. The backs had minimal text in a small, red font and identified the team and subjects appearing on the front. In addition, the Philadelphia

Phillies are identified as National League Champions with small pennants to either side of the team name on the reverse. A small nub can often be observed dead center on the top and bottom edges of intact cards. The measurements mean that a vertical panel of two *Red* or *Blue Backs* is the same size as one *Team* card, so designed to be sold in the nickel Baseball Candy packages.

*Team* cards can be found with tannish “unfinished” backs, cream backs, or brilliant white backs. The tannish backs are much more “natural” in tone than the cream or white backs. The dated variety came out after the undated versions according to the *American Card Catalog*, almost certainly in an attempt by Topps to stay out of litigation with Bowman or circumvent certain contracts. These are found with tan or cream backs only while the undated cards come only with brilliant white backs.

The assumption is that brilliant white backed subsets were printed and sold together but this has not been confirmed and mix and match packaging is certainly possible. Not only is there scant information on which subset was sold with other subsets of *Baseball Candy*, there is no real consensus on whether dated or undated cards are in shorter supply, although the undated ones tend to sell for 10-15% less than the dated types. At least one variety of the dated cards would have been part of the version of *Baseball Candy* packs also containing *Major League All Stars* and *Blue Backs*. These latter packs may only have been sold in the metropolitan Philadelphia and New York areas.


*Team* cards are found today in greater supply than the two *All Star* issues, probably because the latter were more fragile and once punched out were not as likely to be retained as keepsakes. Although each end of a *Team* card was cut leaving a small nub, these are often found worn down today and examples that grade above Excellent are in quite short supply. The seven missing teams are: Boston Braves, Chicago Cubs, Cleveland Indians, Detroit Tigers, New York Yankees, Pittsburgh Pirates and St. Louis Browns. Given the multiple printings of the set, these seven appear to never have been intended as part of the issue.

(Sources: *American Card Catalog*, *The Standard Catalog of Vintage Baseball Cards*, *Sports Collectors Digest*, Author's Research)


## TEAMS CHECKLIST

NAME		TEAM	UNDATED		DATED		DATED	
	BOSTON RED SOX	RED SOX	WHITE BACK	350	CREAM BACK	325	TAN BACK	325
	BROOKLYN DODGERS	DODGERS	WHITE BACK	250	CREAM BACK	225	TAN BACK	225
	CHICAGO WHITE SOX	WHITE SOX	WHITE BACK	200	CREAM BACK	175	TAN BACK	175
	CINCINNATI REDS	REDS	WHITE BACK	225	CREAM BACK	200	TAN BACK	200
	NEW YORK GIANTS	GIANTS	WHITE BACK	225	CREAM BACK	200	TAN BACK	200
	PHILADELPHIA ATHLETICS	ATHLETICS	WHITE BACK	200	CREAM BACK	175	TAN BACK	175
	PHILADELPHIA PHILLIES	PHILLIES	WHITE BACK	200	CREAM BACK	175	TAN BACK	175
	ST. LOUIS CARDINALS	CARDINALS	WHITE BACK	300	CREAM BACK	250	TAN BACK	250
	WASHINGTON SENATORS	SENATORS	WHITE BACK	200	CREAM BACK	175	TAN BACK	175
BASE SET (INTACT)			WHITE BACK	2,000	CREAM BACK	1,800	TAN BACK	1,800
FIVE CENT WRAPPER								
FIVE CENT PACK								
FIVE CENT BOX (EMPTY)								





**DUKE SNIDER**  
*Edwin D. Snider*



**PETE REISER**  
*Harold Pete Reiser*

**EDWIN DONALD SNIDER**

Outfield Brooklyn Dodgers  
Born Sept. 19, 1926, Los Angeles, Calif. Feet Blue  
Ht. 6' 1 1/2" Wt. 180 Hair Brown Eyes Left Thrown Right

☆ When Dodge veterans first saw "Duke" in spring training they said, "His bat will be the fortune of 1947." He went on to average .343 in 1946, .343 in 1947, and .311 in 1948. With 1,292 runs, 434 homers and 421 and 311 homers in 1946 and 1947, respectively, he was named MVP in 1947. Signed by the Indians for a trial with the Dodgers. In 40 games he hit only .241 and was sent to Montreal. He came back in 48 and made the grade.

**MAJOR LEAGUE BATTING RECORD**

Season	Team	Runs	Hits	Home Runs	Batting Average	Per. Average	Fielding %
PAST YEAR	150	464	96	148	.29	.101	.277
LIFE	541	2021	323	587	88	324	.290
							1230
							44
							20
							985

**PETE REISER**

Infielder St. Louis Browns  
Born Sept. 17, 1920, St. Louis, Mo. Feet Blue  
Ht. 5' 10" Wt. 160 Hair Brown Eyes R & L Thrown R

☆ "Pistol Pete" is Baseball's "Hard Luck" Man, his career hampered by frequent injuries. In 1941, his first full season in the majors, he led the National League in batting with .343. Runs with 117 and in St. Louis, Pete also led the league with 25 homers. In 1942, he hit .310 in 1942 and .309 in '47. Signed by the Indians in '52, he also played for the Braves and Pirates. He was in the Service 1943-44-45.

**MAJOR LEAGUE BATTING RECORD**

Season	Team	Runs	Hits	Home Runs	Batting Average	Per. Average	Fielding %
PAST YEAR	74	140	22	38	2	13	.271
LIFE	427	2018	466	790	55	361	.298
							1423
							156
							40
							976

TOPPS BASEBALL

PRINTED IN U.S.A.

### Red Back

**These cards capture the sport at a critical juncture. 1952 would be the last year of the Boston Braves before their move to Milwaukee and the St. Louis Browns would only be around for another season before heading to Baltimore and undergoing a name change. Even the venerable Philadelphia Athletics would be**

uprooted after the 1954 season as baseball started spreading out of the U.S. Northeast and into the heartland. These moves would help fuel growth at Topps but for this one year the cards pictured some of the last photographic glimpses of players from these three teams, in the largest postwar up until then.

**Series 1 (#1-80)**

The 80 first series cards are known with black and red backs. This refers to the color of the information block at the top, the ☆ directly below the card number, the line that states Major League Batting record *et al* (including the parallel lines above and below this) and the ☆ TOPPS BASEBALL ☆ centered at the bottom. These were all then changed to red at the end of the run. The black backs contain two error cards which help pinpoint how the series was printed.

#48 Joe Page and #49 Johnny Sain had their backs reversed initially, a mistake that was corrected but can only be found in black backed form, just like the error. The red backed versions of these two cards have the correct backs, which gives us, using the details from these two cards and another error (#56 Tommy Glaviano, which has an obverse Cardinals logo with a white background on his black back but it is properly colored yellow on his red back), a print order of two black back runs and then at least one with red backs. Using PSA set composition weightings and pricing of the error and corrected versions in black and the corrected red back version, yield a ratio of roughly 1 black: 4 black: 2 red on the print runs. The black backed error versions are far tougher than the corrected versions with either back color.

Topps took advantage of the Page and Sain changeover to also tweak the background of some other cards. Card no. 42 Lou Kretlow can be found with a yellow or peach background on his black backed cards, with the peach continuing through to the red back run, indicating yellow would have come first. #43 Ray Scarborough also has the same background variations. #55, Ray Boone can be found with a dark orange or green background on his black backed cards and a green or yellow-green one (referred to as olive sometimes) on his red backed card. It is unclear from available scans if there is any commonality of these colors across the black and red backs but it would be indicative of a second run of red backs being printed if two types of the latter exist. Finally card #80 (Herman Wehmeier) has either a yellow/red or orange/red background on the black backs, the latter of which also carried through to the red backs. There is not enough in terms of set weighting and pricing available to determine which versions of the black backs are scarcest but would make sense that background colors surviving the black to red back switch are available in greater quantities.

Although red and black backs are not found in the same numbers no premium attaches to either color, there being an abundant supply of both. Colors on the black back obverses are muted when compared to those on the red backs and Topps must have switched to the red backs in attempt to fix the color problem. Whether this was due to the ink or cardboard is unclear but the red backs are far sharper and feature better contrast. The cardboard on both black and red backs is gray on the reverse.

With a 200 card array, there should be 40 overprinted cards but it is not known if this is a true triple printing of 40 subjects or a quadrupling of only 20 as a full production sheet is unknown for this series, or any other (although a proof sheet of series two exists with the full series displayed but with some columns and rows excised). Most surviving 1952 uncut cards are found in panels, usually in 4 x 4 or 5 x 5 arrays. This very possibly was due to Topps using them as point of sale advertisements but other configurations do exist. An array of two 5 x10 panels gives some insight into the printing and shows five rows of cards:

51-60  
41-50  
51-60  
71-80  
61-70

One DP row out of five (51-60) does prove out to 40 overprints if projected over the full series.



**Card #1, Andy Pafko commands a significant premium in higher grade when compared to other Brooklyn Dodgers commons and this even extends to this cards in lesser conditions, which is illogical but has been a consistent pattern for decades. To compound things, #2 Pete Runnels also shows signs of this, although the premium for his high grade examples is nowhere near that of Pafko's.**

**Card # 20, Billy Loes, if you look at the stitching on the baseball containing the card number on the reverse, has it running to the left and right of the number, as opposed to above and below, as found on every other card. It is like this on both the black and red backs so the error was either missed, considered too minor to repair, or was a Topps homage to a slightly askew Brooklyn Dodger.**

**First series cards may not have seen distribution in Canada. According to long time collector and dealer John Rumierz, only the last five series were contracted for release in Canada. The method of export (sheets or packs) is unclear but they were using O-Pee-Chee for distribution even at this early stage.**

### **Series 2 (#81-130)**

**The second series numbers only 50 cards and is the shortest series in the 1952 set. All cards from here on were red backs, although variations can still be found. #88 Feller comes with a background showing the slats on a building either in sharp focus or in a bit of a haze, the latter being the scarcer version and by a wide margin. This could indicate two print runs or perhaps an inking problem was corrected as the run progressed.**

**A large partial sheet with vertical and horizontal gutters exists. Unlike the first series, where the rows were printed out of sequence, the second series was quite ordered:**

**81-90  
91-100  
101-110  
111-120  
121-130**

**There would be no overprints in a 50 card series.**

### **Series 3 (#131-190)**

**The third series of 60 cards has a story far different than the first two. A significant obverse variation exists, namely #146 Frank House, where the Tigers logo appears to have a either yellow or red faced tiger displayed, the latter being correct. The yellow version is far scarcer, perhaps by a factor of 10x or more, compared to the red. #162 Del Crandall can also be found with a deep red or an orange background, the latter of which appears to be more difficult.**

**Hall of Famers and stars are also lacking in this series. No HOF members are found in the third series, the only series in the set with such a paucity of stars. The big story with the third series though relates to a variant of the cardboard used. Topps switched to a cream colored back for this series but a very small amount of cards exist with gray backs. While known in the hobby as the "Canadian" series, these gray backs were not issued in Canada and the attribution appears related to some gray backed 1954 baseball cards being printed, or at least distributed, up North. They also, as noted collector Ted Zanidakis has pointed out, are not found with gum stains, indicating a non-pack method of distribution, possibly vending. Hobby legend has it they were distributed with Doeskin tissues but the two Topps non-sports issues that came with those tissues were oversized and also had *indicia* identifying them as Doeskin and not Topps product, so the connection in 1952 is wishful thinking at best.**

The gray backs can have either very muted colors with little gloss on their fronts, which will also appear faded or brown on the borders, or almost normal obverses with white borders and normal gloss when compared to the regular 1952 cards. The latter is particularly difficult to find but it is believed every number in this series should have been printed with both types of gray back.

Since Topps switched back to gray cardboard backs in the next series, it seems entirely possible there was an issue with the gray cardboard used for the third series and a quick switch was made to the white cardboard backs to get the cards out. Whatever happened, the third series gray backs are quite rare, although pricing, while high, is not truly indicative of this due to lack of awareness and interest.

There should be 20 overprints in the third series, appearing at a ratio of 4:3. No uncut arrays exist to shed light on which cards were overprinted.

#### Series 4 (#191-250)

The fourth series consists of 60 cards and is gray backed once again. There are no significant variations in this series. Once again 20 overprints would have been struck and no partial sheets have been seen to detail which cards were extra prints.

#### Series 5 (#251-310)

This official story is this was planned to be the final series of the year before Sy Berger supposedly lobbied Joseph Shorin around the time Series 4 was on the shelves and convinced him to extend the set. The fifth series exists in lower quantities than the previous four which indicates a shorter print run. Commonly referred to as the semi-high series, modern pricing points to a supply of about 25% less when compared to populations of the earlier series. Once again, 60 cards comprise the series and 20 overprints would have been created.

Topps started to run out of ballplayers in this series, as cards of coaches and managers begin appear. A major variation appears in the fifth series as card #307 of Frank Campos can be found with either two black stars or one black and one red on the reverse. The latter is quite scarce and commands a significant premium. Another Campos variation is on the front of the card as very few have the upper left corner border missing. It is unclear if there is a correlation to the black star variation or not on these particular examples. The last card in this series, #310 George Metkovich, commands a condition sensitive premium in NM-MT as many locales did not see release of the high numbers and this was the last card in many rubber-banded stacks. The premium for this card in lesser grades appears to have leveled off.

#### Series 6 (#311-407)

The sixth series was actually referred to by Topps as the "Second Series" and was marketed in a way that supported this message. No penny packs have been identified and the nickel packs, which seem to account for the only method of initial distribution, had a wrapper that was changed in some instances to a blue and red scheme for this series. As this wrapper closely resembles the 1953 wrapper, it may be the source for the claim that 1952 high numbers have been found in '53 packs. The easiest way to tell the wrappers apart is that the 1952 version is horizontal, does not have the baseball tilted at an angle and has side panel ads for pennant and emblem premiums while the 1953 five cent wrapper is vertical and has a prominent side panel ad for *Bazooka*. Some 1953 wrappers are dated as well.

An account given by former Topps statistician and eventual after-market test issue dealer Bill Haber (although he joined Topps after 1952) states the high numbers were only available in New York. This sounds dubious on the face but the cards debuted around the time of the World Series and may only have been on sale in New York City during the baseball season and elsewhere afterwards. Indeed, a surviving advertisement lists only New York City players as the stars in the second series as Brooklyn and the Yankees faced off. The timing may also have had to do with expiry of some Bowman contracts, with the end of the regular season marking a turnover point for some players.

There are 97 high numbers, of which 35 are from the three New York City teams (16 Dodgers, 12 Giants and 7 Yankees) and 14 Boston players (9 Red Sox and 5 Braves) which means over half the high numbers cover just two cities. There was a big find of wax pack high numbers in Boston in 1986 so clearly the cards were sold there too. The high numbers would eventually receive a wider, if sporadic distribution, very slowly moving west and south. This is consistent with Topps' distribution patterns over the next dozen years.

Pittsburgh has 10 players in the series, Cincinnati has 9 as does Chicago, which are all Cubs-there are no White Sox in the high numbers. That's 77 cards for five cities covering 8 teams and these cities probably saw the high numbers at some point in late 1952, certainly some Chicago suburbs did.

The two Philadelphia teams total 7 cards (4 Phillies, 3 Athletics), St. Louis has 7 as well (4 Cardinals, 3 Browns). Cleveland and Detroit between them get 5 (3 and 2 respectively) and the Senators got 1 (a very lonely Connie Marrero). So we have 20 cards representing five cities and 7 teams on the opposite end of the spectrum. Distribution in these cities is unknown but recent hobby surveys show Philadelphia received the high numbers at some point. Some even made it to North Carolina, as verified by purchasers almost 60 years later.

Hobby surveys also indicate upstate New York and Canada got the high numbers; there have been a few finds in those remote (for MLB) areas over the years too with confirmed purchases in a suburb of Toronto. Looking westward purchases were recalled in Oklahoma City in 1952 and in Los Angeles, quite late in the year and Vancouver, B.C. They were also available in Rialto, California, a San Bernardino suburb, in 1953 at a Rexall drug store, a chain which had thousands of stores nationwide at the time and may have been a major distributor and outlet for Topps, much like Woolworth's. Veteran west coast dealer Mark Macrae believes they were never sold in the San Francisco area though.

There were also numerous stories of people not being able to find the highs in their neighborhoods after being able to find semi-highs. Distribution was quite scattered but Topps' Canadian distributor (O-Pee-Chee) had contracted for the same amount of high numbers as semi-highs and it seems probable they were printed in the same quantities as the fifth series. It's what happened after 1952 that has made the high numbers so valuable.

Official Legend has it that Topps tried for years to sell excess 1952 high numbers, first in Canada, then in bulk to carnivals and midways before Sy Berger personally supervised a dumping of two truckloads (sometimes he says three) from a garbage scow in the Atlantic Bight off New Jersey in 1960. This story is certainly apocryphal. Topps did have quantities of leftover high numbers and may have tried for years to sell them off in creative ways to carnivals and amusement parks and many of them were indeed dumped but into Venezuela, a practice they followed for years with leftover baseball cards. It sounds odd but the Shorins were quite comfortable dealing with far off countries after decades of doing business in them from the tobacco and gum trades and there were only a few outposts that were keen enough on baseball for such a plan to make sense. Survival rates for such cards would have been very low.

Topps, if indeed they were bent on destruction, probably incinerated the rest of the 1952 highs; it would have been cheaper by far than hiring a tug and barge. Or they just made the whole thing up as Woody Gelman's Card Collectors Company sold them for many years.

Topps presumably wanted to include an even 100 cards in the Second Series as every other Giant Size series from 1952-56 was issued, or intended to be issued, in series divisible by ten. A goodly number of late season call-ups and coaches pepper the run but Topps had plenty of star power for their last series of the year, enough even that one could wonder if the series was planned from the start. Ten mostly established-by-then players and coaches from the series are in the Hall of Fame but they came up three short of one hundred and double printed cards of #311 Mickey Mantle, #312 Jackie Robinson and #313 Bobby Thomson. The stitching on the baseballs containing the card number on the reverse point either left or right on these, which is unheard of with any other cards in the set. This can allow easy identification of the variations for each player but there are differences on the obverse of these three cards as well, with all but the Robinson's fairly easy to spot.

The obverses also show how rushed the production was with tilted nameplates on many cards. High numbers also seem to be found in far nicer condition generally than lower series cards; their lack of handling in 1952 had benefits for the modern collector. Centering, a major problem throughout the set and a problem Topps never really solved in the vintage era, is a particular plague with the high number cards.

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Topps Baseball Cards: The Complete Picture Collection*, *Baseball Card Variation Book Vol. 2*, <http://www.psacard.com>, <http://net54baseball.com/>, <http://1952toppsbaseballcards.com/>, George Vrechek, Josh Alpert, Author's Research)



1952 Topps *Baseball* Uncut Panel (Courtesy Anthony Nex)

THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 to 1956

# BASEBALL (1952) CHECKLIST

1	ANDY PAFKO	DODGERS	BLACK BACK	RED BACK
2	JAMES E. RUNNELS	SENATORS	BLACK BACK	RED BACK
3	HANK THOMPSON	GIANTS	BLACK BACK	RED BACK
4	DON LENHARDT	RED SOX	BLACK BACK	RED BACK
5	LARRY JANSEN	GIANTS	BLACK BACK	RED BACK
6	GRADY HATTON	REDS	BLACK BACK	RED BACK
7	WAYNE TERWILLIGER	DODGERS	BLACK BACK	RED BACK
8	FRED MARSH	BROWNS	BLACK BACK	RED BACK
9	BOBBY HOGUE	YANKEES	BLACK BACK	RED BACK
10	AL ROSEN	INDIANS	BLACK BACK	RED BACK
11	PHIL RIZZUTO	YANKEES	BLACK BACK	RED BACK
12	MONTY BAGSALL	PIRATES	BLACK BACK	RED BACK
13	JOHNNY WYROSTEK	REDS	BLACK BACK	RED BACK
14	BOB ELLIOT	BRAVES	BLACK BACK	RED BACK
15	JOHNNY PESKY	RED SOX	BLACK BACK	RED BACK
16	GENE HERMANSKI	CUBS	BLACK BACK	RED BACK
17	JIM HEGAN	INDIANS	BLACK BACK	RED BACK
18	MERRILL COMBS	INDIANS	BLACK BACK	RED BACK
19	JOHNNY BUCHA	CARDINALS	BLACK BACK	RED BACK
20	BILLY LOES	DODGERS	BLACK BACK	RED BACK
21	FERRIS FAIN	ATHLETICS	BLACK BACK	RED BACK
22	DOM DIMAGGIO	RED SOX	BLACK BACK	RED BACK
23	BILLY GOODMAN	RED SOX	BLACK BACK	RED BACK
24	LUKE EASTER	INDIANS	BLACK BACK	RED BACK
25	JOHNNY GROTH	TIGERS	BLACK BACK	RED BACK
26	MONTY IRVIN	GIANTS	BLACK BACK	RED BACK
27	SAM JETHROE	BRAVES	BLACK BACK	RED BACK
28	JERRY PRIDDY	TIGERS	BLACK BACK	RED BACK
29	TED KLUSZEWSKI	REDS	BLACK BACK	RED BACK
30	MEL PARNELL	RED SOX	BLACK BACK	RED BACK
31	GUS ZERNIAL	ATHLETICS	BLACK BACK	RED BACK
32	EDDIE ROBINSON	WHITE SOX	BLACK BACK	RED BACK
33	WARREN SPAHN	BRAVES	BLACK BACK	RED BACK
34	ELMER VALO	ATHLETICS	BLACK BACK	RED BACK
35	HANK SAUER	CUBS	BLACK BACK	RED BACK
36	GIL HODGES	DODGERS	BLACK BACK	RED BACK
37	DUKE SNIDER	DODGERS	BLACK BACK	RED BACK
38	WALLY WESTLAKE	CARDINALS	BLACK BACK	RED BACK
39	"DIZZY" TROUT	TIGERS	BLACK BACK	RED BACK
40	IRV NOREN	SENATORS	BLACK BACK	RED BACK
41	BOB WELLMAN	ATHLETICS	BLACK BACK	RED BACK
42	LOU KRETLOW	WHITE SOX	BLACK BACK	RED BACK
43	RAY SCARBOROUGH	RED SOX	BLACK BACK	RED BACK
44	CON DEMPSEY	PHILLIES	BLACK BACK	RED BACK
45	EDDIE JOOST	ATHLETICS	BLACK BACK	RED BACK
46	GORDON GOLDSBERRY	BROWNS	BLACK BACK	RED BACK
47	WILLIE JONES	PHILLIES	BLACK BACK	RED BACK
48	JOE PAGE	YANKEES	BLACK BACK	RED BACK
49	JOHNNY SAIN	YANKEES	BLACK BACK	RED BACK
50	MARV RICKERT	WHITE SOX	BLACK BACK	RED BACK
51	JIM RUSSELL	DODGERS	BLACK BACK	RED BACK
52	DON MUELLER	GIANTS	BLACK BACK	RED BACK
53	CHRIS VAN CUYK	DODGERS	BLACK BACK	RED BACK
54	LEO KIELY	RED SOX	BLACK BACK	RED BACK
55	RAY BOONE	INDIANS	BLACK BACK	RED BACK
56	TOMMY GLAVIANO	CARDINALS	BLACK BACK	RED BACK
57	ED LOPAT	YANKEES	BLACK BACK	RED BACK
58	BOB MAHONEY	BROWNS	BLACK BACK	RED BACK
59	ROBIN ROBERTS	PHILLIES	BLACK BACK	RED BACK
60	SID HUDSON	SENATORS	BLACK BACK	RED BACK
61	"TOOKIE" GILBERT	GIANTS	BLACK BACK	RED BACK
62	CHUCK STOBBS	WHITE SOX	BLACK BACK	RED BACK
63	HOWIE POLLET	PIRATES	BLACK BACK	RED BACK
64	ROY SIEVERS	BROWNS	BLACK BACK	RED BACK
65	ENOS SLAUGHTER	CARDINALS	BLACK BACK	RED BACK
66	PREACHER" ROE	DODGERS	BLACK BACK	RED BACK
67	ALLIE REYNOLDS	YANKEES	BLACK BACK	RED BACK
68	CLIFF CHAMBERS	CARDINALS	BLACK BACK	RED BACK
69	VIRGIL STALLCUP	REDS	BLACK BACK	RED BACK
70	AL ZARILLA	WHITE SOX	BLACK BACK	RED BACK
71	TOM UPTON	SENATORS	BLACK BACK	RED BACK
72	KARL OLSON	RED SOX	BLACK BACK	RED BACK
73	WILLIAM WERLE	PIRATES	BLACK BACK	RED BACK
74	ANDY HANSEN	PHILLIES	BLACK BACK	RED BACK
75	WES WESTRUM	GIANTS	BLACK BACK	RED BACK
76	EDDIE STANKY	CARDINALS	BLACK BACK	RED BACK
77	BOB KENNEDY	INDIANS	BLACK BACK	RED BACK
78	ELLIS KINDER	RED SOX	BLACK BACK	RED BACK
79	GERALD STALEY	CARDINALS	BLACK BACK	RED BACK
80	HERMAN WEHMEIER	REDS	BLACK BACK	RED BACK

SEE BELOW  
SEE BELOW

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SEE BELOW

SEE BELOW

**BASEBALL (1952) CHECKLIST**

81	VERNON LAW	PIRATES
82	DUANE PILLETTE	BROWNS
83	BILLY JOHNSON	CARDINALS
84	VERN STEPHENS	RED SOX
85	BOB KUZAVA	YANKEES
86	TED GRAY	TIGERS
87	DALE COOGAN	PIRATES
88	BOB FELLER	INDIANS
89	JOHNNY LIPON	TIGERS
90	MICKEY GRASSO	SENATORS
91	AL SCHOENDIENST	CARDINALS
92	DALE MITCHELL	INDIANS
93	AL SIMA	SENATORS
94	SAM MELE	SENATORS
95	KEN HOLCOMBE	WHITE SOX
96	WILLARD MARSHALL	BRAVES
97	EARL TORGESON	BRAVES
98	BILL PIERCE	WHITE SOX
99	GENE WOODLING	YANKEES
100	DEL RICE	CARDINALS
101	MAX LANIER	GIANTS
102	BILL KENNEDY	BROWNS
103	CLIFF MAPES	TIGERS
104	DON KOLLOWAY	TIGERS
105	JOHN PRAMESA	CUBS
106	MICKEY VERNON	SENATORS
107	CONNIE RYAN	PHILLIES
108	JIM KONSTANTY	PHILLIES
109	TED WILKS	PIRATES
110	DUTCH LEONARD	CUBS
111	HARRY LOWREY	CARDINALS
112	HENRY MAJESKI	ATHLETICS
113	DICK SISLER	REDS
114	WILLARD RAMSDELL	CUBS
115	GEORGE MUNGER	CARDINALS
116	CARL SCHEIB	ATHLETICS
117	SHERMAN LOLLAR	WHITE SOX
118	KEN RAFFENBERGER	REDS
119	MAURICE McDERMOTT	RED SOX
120	BOB CHAKALES	INDIANS
121	GUS NIARHOS	RED SOX
122	JACK JENSEN	YANKEES
123	EDDIE YOST	SENATORS
124	MONTE KENNEDY	GIANTS
125	BILL RIGNEY	GIANTS
126	FRED HUTCHINSON	TIGERS
127	PAUL MINNER	CUBS
128	DON BOLLWEG	YANKEES
129	JOHNNY MIZE	YANKEES
130	SHELDON JONES	GIANTS
131	MORRIE MARTIN	ATHLETICS
132	CLYDE KLUTTZ	SENATORS
133	AL WIDMAR	WHITE SOX
134	JOE TIPTON	ATHLETICS
135	DIXIE HOWELL	REDS
136	JOHNNY SCHMITZ	DODGERS
137	ROY McMILLAN	REDS
138	BILL MacDONALD	PIRATES
139	KEN WOOD	RED SOX
140	JOHN ANTONELLI	BRAVES
141	CLINT HARTUNG	GIANTS
142	HARRY PERKOWSKI	REDS
143	LES MOSS	BROWNS
144	ED BLAKE	REDS
145	JOE HAYNES	SENATORS
146	FRANK HOUSE	TIGERS
147	BOB YOUNG	BROWNS
148	JOHNNY KLIPPSTEIN	CUBS
149	DICK KRYHOSKI	BROWNS
150	TED BEARD	PIRATES
151	WALLY POST	REDS
152	AL EVANS	RED SOX
153	BOB RUSH	CUBS
154	JOE MUIR	PIRATES
155	FRANK OVERMIRE	YANKEES
156	FRANK HILLER	REDS
157	BOB USHER	CUBS
158	EDDIE WAITKUS	PHILLIES
159	SAUL ROGOVIN	WHITE SOX
160	OWEN FRIEND	BROWNS
161	BUD BYERLY	REDS

HAZY

CLEAR

CREAM BACK

GRAY BACK

GRAY GLOSSY

SEE BELOW

## BASEBALL (1952) CHECKLIST

	162	DEL CRANDALL	BRAVES
	163	STAN ROJEK	BROWNS
	164	WALT DUBIEL	CUBS
	165	EDDIE KAZAK	CARDINALS
	166	PAUL LaPALME	PIRATES
	167	BILL HOWERTON	PIRATES
	168	CHARLIE SILVERA	YANKEES
	169	HOWIE JUDSON	WHITE SOX
	170	GUS BELL	PIRATES
	171	ED ERAUTT	REDS
	172	EDDIE MIKSIS	CUBS
	173	ROY SMALLEY	CUBS
	174	CLARENCE MARSHALL	BROWNS
	175	BILLY MARTIN	YANKEES
	176	HANK EDWARDS	REDS
	177	BILL WIGHT	RED SOX
	178	CASS MICHAELS	SENATORS
	179	FRANK SMITH	REDS
	180	CHARLEY MAXWELL	RED SOX
	181	BOB SWIFT	TIGERS
	182	BILLY HITCHCOCK	ATHLETICS
	183	ERV DUSAK	PIRATES
	184	BOB RAMAZZOTTI	CUBS
	185	BILL NICHOLSON	PHILLIES
	186	WALT MASTERSON	RED SOX
	187	BOB MILLER	PHILLIES
	188	CLARENCE PODBIELAN	DODGERS
	189	PETE REISER	INDIANS
	190	DON JOHNSON	SENATORS
	191	YOGI BERRA	YANKEES
	192	MYRON GINSBERG	TIGERS
	193	HARRY SIMPSON	INDIANS
	194	JOE HATTEN	CUBS
	195	ORESTES MINOSO	WHITE SOX
	196	SOLLY HEMUS	CARDINALS
	197	GEORGE STRICKLAND	PIRATES
	198	PHIL HAUGSTAD	DODGERS
	199	GEORGE ZUVERINK	INDIANS
	200	RALPH HOUK	YANKEES
	201	ALEX KELLNER	ATHLETICS
	202	JOE COLLINS	YANKEES
	203	CURT SIMMONS	PHILLIES
	204	RON NORTHEY	CUBS
	205	CLYDE KING	DODGERS
	206	JOE OSTROWSKI	YANKEES
	207	MICKEY HARRIS	INDIANS
	208	MARLIN STUART	TIGERS
	209	HOWIE FOX	PHILLIES
	210	DICK FOWLER	ATHLETICS
	211	RAY COLEMAN	WHITE SOX
	212	NED GARVER	BROWNS
	213	NIPPY JONES	PHILLIES
	214	JOHNNY HOPP	YANKEES
	215	HANK BAUER	YANKEES
	216	RICHE ASHBURN	PHILLIES
	217	GEORGE STIRNWEISS	INDIANS
	218	CLYDE McCULLOUGH	PIRATES
	219	BOBBY SHANTZ	ATHLETICS
	220	JOE PRESKO	CARDINALS
	221	GRANNY HAMNER	PHILLIES
	222	"HOOT" EVERS	TIGERS
	223	DEL ENNIS	PHILLIES
	224	BRUCE EDWARDS	CUBS
	225	FRANK BAUMHOLTZ	CUBS
	226	DAVE PHILLEY	ATHLETICS
	227	JOE GARAGIOLA	PIRATES
	228	AL BRAZLE	CARDINALS
	229	GENE BEARDON	BROWNS
	230	MATT BATTS	TIGERS
	231	SAM ZOLDAK	ATHLETICS
	232	BILLY COX	DODGERS
	233	BOB FRIEND	PIRATES

[illegible]

SEE BELOW



**BASEBALL (1952) CHECKLIST**

234	STEVE SOUCHOCK	TIGERS
235	WALT DROPO	RED SOX
236	ED FITZ GERALD	PIRATES
237	JERRY COLEMAN	YANKEES
238	ART HOUTTEMAN	TIGERS
239	ROCKY BRIDGES	DODGERS
240	JACK PHILLIPS	PIRATES
241	TOMMY BYRNE	BROWNS
242	TOM POHOLSKY	CARDINALS
243	LARRY DOBY	INDIANS
244	VIC WERTZ	TIGERS
245	SHERRY ROBERTSON	SENATORS
246	GEORGE KELL	TIGERS
247	RANDY GUMPERT	RED SOX
248	FRANK SHEA	YANKEES
249	BOBBY ADAMS	REDS
250	CARL ERSKINE	DODGERS
251	CHICO CARRASQUEL	WHITE SOX
252	VERN BICKFORD	BRAVES
253	JOHNNY BERARDINO	INDIANS
254	JOE DOBSON	WHITE SOX
255	CLYDE VOLLMER	RED SOX
256	PETE SUDER	ATHLETICS
257	BOBBY AVILA	INDIANS
258	STEVE GROMEK	INDIANS
259	BOB ADDIS	CUBS
260	PETE CASTIGLIONE	PIRATES
261	WILLIE MAYS	GIANTS
262	VIRGIL TRUCKS	TIGERS
263	HARRY BRECHEN	CARDINALS
264	ROY HARTSFIELD	BRAVES
265	CHUCK DIERING	GIANTS
266	MURRY DICKSON	PIRATES
267	SID GORDON	BRAVES
268	BOB LEMON	INDIANS
269	WILLARD NIXON	RED SOX
270	LOU BRISSIE	INDIANS
271	JIM DELSING	BROWNS
272	MIKE GARCIA	INDIANS
273	ERV PALICA	DODGERS
274	RALPH BRANCA	DODGERS
275	PAT MULLIN	TIGERS
276	JIM WILSON	BRAVES
277	EARLY WYNN	INDIANS
278	AL CLARK	ATHLETICS
279	ED STEWART	WHITE SOX
280	CLOYD BOYER	CARDINALS
281	TOMMY BROWN	PHILLIES
282	BIRDIE TEBBETTS	INDIANS
283	PHIL MASI	WHITE SOX
284	HANK ARFT	BROWNS
285	CLIFF FANNIN	BROWNS
286	JOE DE MAESTRI	BROWNS
287	STEVE BILKO	CARDINALS
288	CHET NICHOLS	BRAVES
289	TOMMY HOLMES	BRAVES
290	JOE ASTROTH	ATHLETICS
291	GIL COAN	SENATORS
292	FLOYD BAKER	SENATORS
293	SIBBY SISTI	BRAVES
294	WALKER COOPER	BRAVES
295	PHIL CAVARRETTA	CUBS
296	"RED" ROLFE	TIGERS
297	ANDY SEMINICK	REDS
298	BOB ROSS	SENATORS
299	RAY MURRAY	ATHLETICS
300	BARNEY McCOSKEY	INDIANS
301	BOB PORTERFIELD	SENATORS
302	MAX SURKONT	BRAVES
303	HARRY DORISH	WHITE SOX
304	SAM DENTE	WHITE SOX
305	PAUL RICHARDS	WHITE SOX
306	LOU SLEATER	SENATORS
307	FRANK CAMPOS	SENATORS
308	LUIS ALOMA	WHITE SOX
309	JIM BUSBY	SENATORS
310	GEORGE METKOVICH	PIRATES

SEE BELOW

**BASEBALL (1952) CHECKLIST**

311	MICKY MANTLE	YANKEES
312	JACKIE ROBINSON	DODGERS
313	BOBBY THOMSON	GIANTS
314	ROY CAMPANELLA	DODGERS
315	LEO DUROCHER	GIANTS
316	DAVEY WILLIAMS	GIANTS
317	CONNIE MARRERO	SENATORS
318	HAL GREGG	GIANTS
319	AL WALKER	DODGERS
320	JOHN RUTHERFORD	DODGERS
321	JOE BLACK	DODGERS
322	RANDY JACKSON	CUBS
323	BUBBA CHURCH	REDS
324	WARREN HACKER	CUBS
325	BILL SERENA	CUBS
326	GEORGE SHUBA	DODGERS
327	ARCHIE WILSON	RED SOX
328	BOB BORKOWSKI	REDS
329	IVAN DELOCK	RED SOX
330	TURK LOWN	CUBS
331	TOM MORGAN	YANKEES
332	TONY BARTIROME	PIRATES
333	PEE WEE REESE	DODGERS
334	WILMER MIZELL	CARDINALS
335	TED LEPCIO	RED SOX
336	DAVE KOSLO	GIANTS
337	JIM HEARN	GIANTS
338	SAL YVARS	GIANTS
339	RUSS MEYER	PHILLIES
340	BOB HOOPER	ATHLETICS
341	HAL JEFFCOAT	CUBS
342	CLEM LABINE	DODGERS
343	DICK GERNERT	RED SOX
344	ERNIE BLACKWELL	REDS
345	SAM WHITE	RED SOX
346	GEORGE SPENCER	GIANTS
347	JOE ADCOCK	REDS
348	BOB KELLY	CUBS
349	BOB CAIN	BROWNS
350	CAL ABRAMS	REDS
351	AL DARK	GIANTS
352	KARL DREWS	PHILLIES
353	BOB DEL GRECO	PIRATES
354	FRED HATFIELD	TIGERS
355	BOBBY MORGAN	DODGERS
356	TOBY ATWELL	CUBS
357	SMOKY BURGESS	PHILLIES
358	JOHN KUCAB	ATHLETICS
359	DEE FONDY	CUBS
360	GEORGE CROWE	BRAVES
361	BILL POSEDEL	PIRATES
362	KEN HEINTZELMAN	PHILLIES
363	DICK ROZEK	INDIANS
364	CLYDE SUKEFORTH	PIRATES
365	"COOKIE" LAVAGETTO	DODGERS
366	DAVE MADISON	BROWNS
367	BOB THORPE	BRAVES
368	ED WRIGHT	ATHLETICS
369	DICK GROAT	PIRATES
370	BILLY HOEFT	TIGERS
371	BOB HOFMAN	GIANTS
372	GIL McDOUGALD	YANKEES
373	JIM TURNER	YANKEES
374	AL BENTON	RED SOX
375	JACK MERSON	PIRATES
376	FAYE THRONEBERRY	RED SOX
377	CHUCK DRESSEN	DODGERS
378	LEE FUSSELMAN	CARDINALS
379	JOE ROSSI	REDS
380	CLEM KOSHOREK	PIRATES
381	MILTON STOCK	PIRATES
382	SAM JONES	INDIANS
383	DEL WILBER	RED SOX
384	FRANK CROSETTI	YANKEES
385	HERMAN FRANKS	GIANTS

STITCHES LEFT	STITCHES RIGHT
STITCHES LEFT	STITCHES RIGHT
STITCHES LEFT	STITCHES RIGHT

# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 to 1956

## BASEBALL (1952) CHECKLIST

386	EDDIE YUHAS	CARDINALS
387	BILLY MEYER	PIRATES
388	BOB CHAPMAN	BRAVES
389	BEN WADE	DODGERS
390	GLENN NELSON	DODGERS
391	BEN CHAPMAN	REDS
392	HOYT WILHELM	GIANTS
393	EBBA ST. CLAIRE	BRAVES
394	BILLY HERMAN	DODGERS
395	JAKE PITLER	DODGERS
396	DICK WILLIAMS	DODGERS
397	FORREST MAIN	PIRATES
398	HAL RICE	CARDINALS
399	JIM FRIDLEY	INDIANS
400	BILL DICKEY	YANKEES
401	BOB SCHULTZ	CUBS
402	EARL HARRIST	BROWNS
403	BILL MILLER	YANKEES
404	DICK BRODOWSKI	RED SOX
405	EDDIE PELLAGRINI	REDS
406	JOE NUXHALL	REDS
407	EDDIE MATHEWS	BRVES

### CARDS WITH MULTIPLE VARIATIONS

42	LOU KRETLOW	WHITE SOX
42	LOU KRETLOW	WHITE SOX
42	LOU KRETLOW	WHITE SOX
43	RAY SCARBOROUGH	RED SOX
43	RAY SCARBOROUGH	RED SOX
43	RAY SCARBOROUGH	RED SOX
48	JOE PAGE	YANKEES
48	JOE PAGE	YANKEES
48	JOE PAGE	YANKEES
49	JOHNNY SAIN	YANKEES
49	JOHNNY SAIN	YANKEES
49	JOHNNY SAIN	YANKEES
55	RAY BOONE	INDIANS
55	RAY BOONE	INDIANS
55	RAY BOONE	INDIANS
56	TOMMY GLAVIANO	CARDINALS
56	TOMMY GLAVIANO	CARDINALS
80	HERMAN WEHMEIER	REDS
80	HERMAN WEHMEIER	REDS
80	HERMAN WEHMEIER	REDS
146	FRANK HOUSE	TIGERS
146	FRANK HOUSE	TIGERS
162	DEL CRANDALL	BRAVES
162	DEL CRANDALL	BRAVES
307	FRANK CAMPOS	SENATORS
307	FRANK CAMPOS	SENATORS
307	FRANK CAMPOS	SENATORS

YELLOW BACKGROUND-BLACK BACK
PEACH BACKGROUND BLACK BACK
PEACH BACKGROUND RED BACK
YELLOW BACKGROUND-BLACK BACK
PEACH BACKGROUND-BLACK BACK
PEACH BACKGROUND-RED BACK
SAIN BIOGRAPHY-BLACK BACK
CORRECT BIOGRAPHY-BLACK BACK
CORRECT BIOGRAPHY-RED BACK
PAGE BIOGRAPHY-BLACK BACK
CORRECT BIOGRAPHY-BLACK BACK
CORRECT BIOGRAPHY-RED BACK
LIGHT GREEN BACKGROUND-BLACK BACK
DARK GREEN BACKGROUND-BLACK BACK
ORANGE BACKGROUND-RED BACK
GREEN BACKGROUND RED BACK
CARDINALS LOGO WHITE-BLACK BACK
CARDINALS LOGO YELLOW-RED BACKGROUND
YELLOW/RED BACKGROUND-BLACK BACK
ORANGE/RED BACKGROUND-BLACK BACK
ORANGE/RED BACKGROUND-RED BACK
TIGERS LOGO YELLOW
TIGERS LOGO RED
ORANGE BACKGROUND
RED BACKGROUND
BLACK STAR/RED STAR
RED STAR
BROKEN FRAME LINE

### PRICING

1	ANDY PAFKO	600	NM VALUE: 15,000
2	JAMES E. RUNNELS	100	NM VALUE: 2,000
11	PHIL RIZZUTO	225	
22	DOM DIMAGGIO	100	
33	WARREN SPAHN	100	
36	GIL HODGES	100	
37	DUKE SNIDER	125	
48	JOE PAGE (SAIN BIO)	600	
48	JOE PAGE	150	
49	JOHNNY SAIN (PAGE BIO)	550	
49	JOHNNY SAIN	100	
59	ROBIN ROBERTS	75	
88	BOB FELLER	125	
175	BILLY MARTIN	180	
191	YOGI BERRA	275	
216	RICIE ASHBURN	75	
261	WILLIE MAYS	850	
307	FRANK CAMPOS (BLACK STAR)	2,500	
311	MICKIE MANTLE	15,000	
312	JACKIE ROBINSON	1,250	
314	ROY CAMPANELLA	1,000	
321	JOE BLACK	275	
333	PEE WEE REESE	700	
342	CLEM LABINE	275	
372	GIL McDUGALD	350	
392	HOYT WILHELM	525	
394	BILLY HERMAN	325	
396	DICK WILLIAMS	325	
400	BILL DICKEY	525	
406	JOE NUXHALL	300	
407	EDDIE MATHEWS	3,250	

COMMON (1-250)	10
SUPER COMMON (1-250)	25
SEMI STAR (1-250)	60
GRAY BACK (131-190)	500
GRAY BACK/GLOSSY (131-190)	SPEC.
COMMON (251-310)	35
SUPER COMMON (251-310)	60
COMMON (311-407)	150
SUPER COMMON (311-407)	175
SEMI STAR (311-407)	200
BASE SET (1-310)	6,000
BASE SET (1-407)	45,000
ONE CENT WRAPPER	250
FIVE CENT WRAPPER (GREEN)	150
FIVE CENT WRAPPER (BLUE)	SPEC.
ONE CENT PACK (LOW NUMBER)	1,750
FIVE CENT PACK (LOW NUMBER)	3,000
TEN CENT PACK (TCG)	SPEC.
ONE CENT BOX (EMPTY)	SPEC.
FIVE CENT BOX (EMPTY)	SPEC.

## BASEBALL (1953)

Issued As: Baseball

ACC #: R414-7

Issue Date: 1953

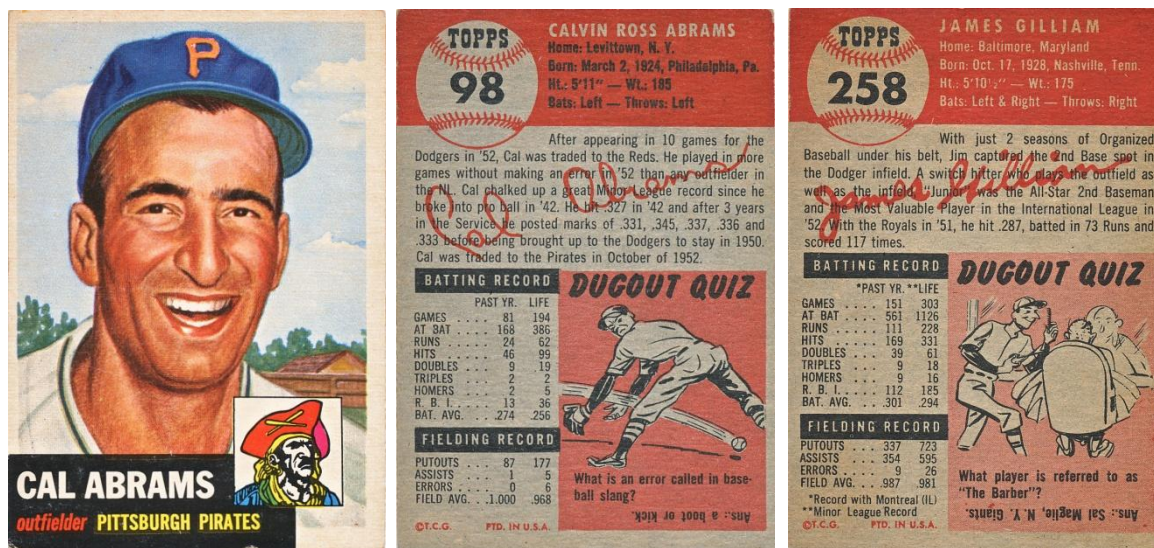
Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

Packaging: 1 cent, 5 cent, 10 cent clear cellophane, "6 pack" of six 5 cent packs

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 274 (Skip numbered to 280) Number of Series: 4

Sheet Size: 100/200



*Black lettering on back*

*White lettering on back*

1953 saw Topps use paintings instead of photographs on their baseball cards. While the set is considered another classic by many collectors, the lack of photos is curious and seemingly represents a step backwards. However, Gerry Dvorak, one of the artists who created the pictures used in the set, revealed in an interview years ago that for the fifty or so players he painted, he was given black and white photographs of each to work from. Therefore, three possibilities present themselves:

- the paintings were planned to circumvent Bowman's right to use photographs;
- it was cheaper to use the paintings;
- the plan was to use paintings all along.

The paintings were done for \$25 each, with Woody Gelman directing the artists as to what colors to use; each would add their own embellishments as they worked and a few cards have Topps ads and other amusing visuals slyly inserted into the backgrounds. At least 282 paintings, roughly 3 1/2" by 4 3/4" were created by various artists and a minimum of 156 are still in existence, mainly thanks to Sy Berger who had 117 of them, some hanging in his Topps office with many more stashed in his home's basement for 55 years. Berger's were auctioned off by Robert Edward Auctions in 2010; a prior auction in 1989 held by Guernsey's featured six others, including Mantle and Mays, and a few other sales have been documented. Berger has stated too that some players and executives were presented with the paintings over the years.

The set is known for six high numbers that were withdrawn following a legal challenge by Bowman; judicial opinions make it clear these cards were printed and then pulled after being cut but no one has ever divulged the six names that were excised, suggesting a Bowman representative oversaw their removal and destruction. Artwork is known for eight unissued subjects: Andy Pafko, Billy Cox, Pete Castiglione, Richie Ashburn, Harry Brecheen, Max Lanier, Joe Tipton and Ken Wood. It is highly probable some if not all of the six unissued cards are represented by this group. Additionally, Bob Borkowski and Curt Simmons were each painted twice by Gerry Dvorak; his first attempts were rejected and he retained the artwork for those two before eventually giving it away.

Topps skipped five numbers in the lower series but whether it was to have the kids chase cards that had not yet been printed or merely reflected the reality some players might have to be pulled in pre-production is anybody's guess. They were deliberately skip numbering cards in a select few sets of this era to stimulate sales but allowing for the possibility of an injunction against certain players being issued also seems quite possible. Fortunately, a find of first series cards in uncut strip in the early 1980's has given some insight as to how these cards were produced.

Condition is a major issue with the 1953 cards as each has a full bleed nameplate on the front that touches parts of two edges. Red and black are the only two colors used for these nameplates, which has the player's name in white, and no player has two different colored nameplates. Players with long last names have the first name in lowercase, with the first letter capitalized, otherwise the names are in capital letters. The player's position on the red nameplates is in black and vice-versa on the black nameplates. The team name is in yellow and a large team logo is prominent. Card #1, Jackie Robinson is a condition sensitive example as is #280, Milt Bolling.

#### Series 1 (#1-85)

Topps took their wrapper motif from 1952 and converted it to a vertical format. First series packs showed the year of issue, which was removed as later series were issued. Five cards that fall within the range of this series were actually printed on the second series sheets: nos. 10 (Smokey Burgess), 44 (Ellis Kinder), 61 (Early Wynn), 72 (Fred Hutchinson) and 81 (Joe Black). Unlike the rest of the first series, which have the player's vital statistics printed in black in the red information block atop the back, these five can have the statistics presented not only in black like the rest of the series but also in white; they are thought to be short prints; Burgess is thought especially tough, perhaps his second series appearance was on a row that was not printed thrice. Black printed vitals are considered scarcer for these five cards.

The reason these five cards are known to be part of the next series, aside from their white printed backs, is due to a find in 1983 of uncut first series strips in a dusty corner of an old Long Island carting company that had been contracted to haul trash from Bush Terminal for many years. The strips were haphazardly cut, which in effect made them giant puzzle pieces and the entire collection was reassembled and photographed to show what a full, 200 card uncut sheet looked like. The five missing cards were nowhere to be found on this construct. Of the eighty cards printed in this series, forty are overprinted at a 3:2 ratio. The price spread between single and double prints has narrowed over the years and is almost irrelevant by now.

#### Series 2 (#86-165)

The second series of eighty also contains five slots that were withheld until the next series: nos. 94 (William Kennedy), 107 (Danny O'Connell), 131 (Harry Byrd), 145 (Harry Dorish) and 156 (Jim Rivera), pushed aside to make room for the first series laggards. Unlike their first series counterparts, these are all

considered double prints. While the entire series can be found with black (scarcer) or white vitals on the backs, these five cards only come in white, as do all other cards after #165.

#### Series 3 (#166-220)

The third series in 1953 is a bit of an unknown compared to the first two and all backs from here on featured white vitals. Fifty five numbers spanning the run indicates the withholding of five numbers did not occur with this series as producing a run of 60 with a partial row of five would not match the typical Topps pattern of ten per row at the time. This series is thought to be printed in slightly smaller numbers than the preceding two and 20 numbers would be overprinted at a 4:3 ratio but there is no consensus on the short prints. Starting with #185, Jim Pendleton, the first Braves player to appear in this series, the city name for the team changed from Boston to Milwaukee. The team announced the move on March 18<sup>th</sup>, so it took some time for Topps to catch up.

#### Series 4 (#221-280)

If not for six pulled cards of unidentified players (nos. 253, 261, 267, 268, 271 and 275), the fourth series would have been comprised of sixty cards. There should be 20 overprints, at a 4:3 ratio; the pulled cards were almost certainly destroyed and not replaced on the sheet by six other known subjects. This was the last series of the year and it is in short supply today; the highs are probably just about as scarce as the prior year's. Topps learned from their 1952 high number fiasco to throttle production at the season's end.

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Topps Baseball Cards: The Complete Picture Collection*, <http://net54baseball.com/>, Bruce McCanna, George Vrechek, *Baseball Cards Magazine* Aug. 1984 – “’53 Topps Sheet Rarities” by Lew Lipset, Author's Research)



(Uncut Strip – Author's Collection)



**BASEBALL (1953) CHECKLIST**

NUMBER	NAME	TEAM
1	JACKIE ROBINSON	DODGERS
2	LUKE EASTER	INDIANS
3	GEORGE CROWE	BRAVES
4	BEN WADE	DODGERS
5	JOE DOBSON	WHITE SOX
6	SAM JONES	INDIANS
7	BOB BORKOWSKI	REDS
8	CLEM KOSHOREK	PIRATES
9	JOE COLLINS	YANKEES
10	SMOKEY BURGESS	PHILLIES
11	SAL YVARS	GIANTS
12	HOWIE JUDSON	REDS
13	CONNIE MARRERO	SENATORS
14	CLEM LABINE	DODGERS
15	BOBO NEWSOM	ATHLETICS
16	HARRY LOWREY	CARDINALS
17	BILLY HITCHCOCK	ATHLETICS
18	TED LEPCIO	RED SOX
19	MEL PARNELL	RED SOX
20	HANK THOMPSON	GIANTS
21	BILLY JOHNSON	CARDINALS
22	HOWIE FOX	PHILLIES
23	TOBY ATWELL	CUBS
24	FERRIS FAIN	ATHLETICS
25	RAY BOONE	INDIANS
26	DALE MITCHELL	INDIANS
27	ROY CAMPANELLA	DODGERS
28	EDDIE PELLAGRINI	REDS
29	HAL JEFFCOAT	CUBS
30	WILLARD NIXON	RED SOX
31	EWELL BLACKWELL	YANKEES
32	CLYDE VOLLMER	RED SOX
33	BOB KENNEDY	INDIANS
34	GEORGE SHUBA	DODGERS
35	IRV NOREN	YANKEES
36	JOHNNY GROTH	BROWNS
37	ED MATHEWS	BRAVES
38	JIM HEARN	GIANTS
39	EDDIE MIKSI	CUBS
40	JOHN LIPON	RED SOX
41	ENOS SLAUGHTER	CARDINALS
42	GUS ZERNIAL	ATHLETICS
43	GIL McDOUGALD	YANKEES
44	ELLIS KINDER	RED SOX
45	GRADY HATTON	REDS
46	JOHNNY KLIPPSTEIN	CUBS
47	BUBBA CHURCH	REDS
48	BOB DEL GRECO	PIRATES
49	FAYE THRONEBERRY	RED SOX
50	CHUCK DRESSEN	DODGERS
51	FRANK CAMPOS	SENATORS
52	TED GRAY	TIGERS
53	SHERMAN LOLLAR	WHITE SOX
54	BOB FELLER	INDIANS
55	MAURICE McDERMOTT	RED SOX
56	GERALD STALEY	CARDINALS
57	CARL SCHEIB	ATHLETICS
58	GEORGE METKOVICH	PIRATES
59	KARL DREWS	PHILLIES
60	CLOYD BOYER	CARDINALS
61	EARLY WYNN	INDIANS
62	MONTE IRVIN	GIANTS
63	GUS NIARHOS	RED SOX
64	DAVE PHILLEY	ATHLETICS
65	EARL HARRIST	BROWNS
66	ORESTES MINOSO	WHITE SOX
67	ROY SIEVERS	BROWNS
68	DEL RICE	CARDINALS
69	DICK BRODOWSKI	RED SOX
70	ED YUHAS	CARDINALS
71	TONY BARTIROME	PIRATES
72	FRED HUTCHINSON	TIGERS
73	EDDIE ROBINSON	WHITE SOX
74	JOE ROSSI	PIRATES
75	MIKE GARCIA	INDIANS
76	PEE WEE REESE	DODGERS
77	JOHN MIZE	YANKEES
78	AL SCHOENDIENST	CARDINALS
79	JOHNNY WYROSTEK	PHILLIES
80	JIM HEGAN	INDIANS
81	JOE BLACK	DODGERS
82	MICKY MANTLE	YANKEES
83	HOWIE POLLET	PIRATES
84	BOB HOOPER	INDIANS
85	BOBBY MORGAN	DODGERS

BLACK LETTER

WHITE LETTER

BLACK LETTER

WHITE LETTER

BLACK LETTER

WHITE LETTER

BLACK LETTER

WHITE LETTER

BLACK LETTER

WHITE LETTER



**BASEBALL (1953) CHECKLIST**

	86	BILLY MARTIN	YANKEES		BLACK LETTER		WHITE LETTER
	87	ED LOPAT	YANKEES		BLACK LETTER		WHITE LETTER
	88	WILLIE JONES	PHILLIES		BLACK LETTER		WHITE LETTER
	89	CHUCK STOBBS	SENATORS		BLACK LETTER		WHITE LETTER
	90	HANK EDWARDS	BROWNS		BLACK LETTER		WHITE LETTER
	91	EBBA ST. CLAIRE	BRAVES		BLACK LETTER		WHITE LETTER
	92	PAUL MINNER	CUBS		BLACK LETTER		WHITE LETTER
	93	HAL RICE	CARDINALS		BLACK LETTER		WHITE LETTER
	94	WILLIAM KENNEDY	RED SOX				
	95	WILLARD MARSHALL	REDS		BLACK LETTER		WHITE LETTER
	96	VIRGIL TRUCKS	BROWNS		BLACK LETTER		WHITE LETTER
	97	DON KOLLOWAY	ATHLETICS		BLACK LETTER		WHITE LETTER
	98	CAL ABRAMS	PIRATES		BLACK LETTER		WHITE LETTER
	99	DAVE MADISON	TIGERS		BLACK LETTER		WHITE LETTER
	100	BILL MILLER	YANKEES		BLACK LETTER		WHITE LETTER
	101	TED WILKS	INDIANS		BLACK LETTER		WHITE LETTER
	102	CONNIE RYAN	PHILLIES		BLACK LETTER		WHITE LETTER
	103	JOE ASTROTH	ATHLETICS		BLACK LETTER		WHITE LETTER
	104	YOGI BERRA	YANKEES		BLACK LETTER		WHITE LETTER
	105	JOE NUXHALL	REDS		BLACK LETTER		WHITE LETTER
	106	JOHN ANTONELLI	BRAVES		BLACK LETTER		WHITE LETTER
	107	DANNY O'CONNELL	PIRATES				
	108	BOB PORTERFIELD	SENATORS		BLACK LETTER		WHITE LETTER
	109	ALVIN DARK	GIANTS		BLACK LETTER		WHITE LETTER
	110	HERMAN WEHMEIER	REDS		BLACK LETTER		WHITE LETTER
	111	HANK SAUER	CUBS		BLACK LETTER		WHITE LETTER
	112	NED GARVER	TIGERS		BLACK LETTER		WHITE LETTER
	113	JERRY PRIDDO	TIGERS		BLACK LETTER		WHITE LETTER
	114	PHIL RIZZUTO	YANKEES		BLACK LETTER		WHITE LETTER
	115	GEORGE SPENCER	GIANTS		BLACK LETTER		WHITE LETTER
	116	FRANK SMITH	REDS		BLACK LETTER		WHITE LETTER
	117	SID GORDON	BRAVES		BLACK LETTER		WHITE LETTER
	118	GUS BELL	REDS		BLACK LETTER		WHITE LETTER
	119	JOHN SAIN	YANKEES		BLACK LETTER		WHITE LETTER
	120	DAVEY WILLIAMS	GIANTS		BLACK LETTER		WHITE LETTER
	121	WALT DROPO	TIGERS		BLACK LETTER		WHITE LETTER
	122	ELMER VALO	ATHLETICS		BLACK LETTER		WHITE LETTER
	123	TOMMY BYRNE	WHITE SOX		BLACK LETTER		WHITE LETTER
	124	SIBBY SISTI	BRAVES		BLACK LETTER		WHITE LETTER
	125	DICK WILLIAMS	DODGERS		BLACK LETTER		WHITE LETTER
	126	BILL CONNELLY	GIANTS		BLACK LETTER		WHITE LETTER
	127	CLINT COURTNEY	BROWNS		BLACK LETTER		WHITE LETTER
	128	WILMER MIZELL	CARDINALS		BLACK LETTER		WHITE LETTER
	129	KEITH THOMAS	ATHLETICS		BLACK LETTER		WHITE LETTER
	130	TURK LOWN	CUBS		BLACK LETTER		WHITE LETTER
	131	HARRY BYRD	ATHLETICS				
	132	TOM MORGAN	YANKEES		BLACK LETTER		WHITE LETTER
	133	GIL COAN	SENATORS		BLACK LETTER		WHITE LETTER
	134	RUBE WALKER	DODGERS		BLACK LETTER		WHITE LETTER
	135	AL ROSEN	INDIANS		BLACK LETTER		WHITE LETTER
	136	KEN HEINTZELMAN	PHILLIES		BLACK LETTER		WHITE LETTER
	137	JOHN RUTHERFORD	DODGERS		BLACK LETTER		WHITE LETTER
	138	GEORGE KELL	RED SOX		BLACK LETTER		WHITE LETTER
	139	SAMMY WHITE	RED SOX		BLACK LETTER		WHITE LETTER
	140	TOMMY GLAVIANO	PHILLIES		BLACK LETTER		WHITE LETTER
	141	ALLIE REYNOLDS	YANKEES		BLACK LETTER		WHITE LETTER
	142	VIC WERTZ	BROWNS		BLACK LETTER		WHITE LETTER
	143	BILLY PIERCE	WHITE SOX		BLACK LETTER		WHITE LETTER
	144	BOB SCHULTZ	CUBS		BLACK LETTER		WHITE LETTER
	145	HARRY DORISH	WHITE SOX				
	146	GRANVILLE HAMNER	PHILLIES		BLACK LETTER		WHITE LETTER
	147	WARREN SPAHN	BRAVES		BLACK LETTER		WHITE LETTER
	148	MICKEY GRASSO	SENATORS		BLACK LETTER		WHITE LETTER
	149	DOM DIMAGGIO	RED SOX		BLACK LETTER		WHITE LETTER
	150	HARRY SIMPSON	INDIANS		BLACK LETTER		WHITE LETTER
	151	HOYT WILHELM	GIANTS		BLACK LETTER		WHITE LETTER
	152	BOB ADAMS	REDS		BLACK LETTER		WHITE LETTER
	153	ANDY SEMINICK	REDS		BLACK LETTER		WHITE LETTER
	154	DICK GROAT	PIRATES		BLACK LETTER		WHITE LETTER
	155	DUTCH LEONARD	CUBS		BLACK LETTER		WHITE LETTER
	156	JIM RIVERA	WHITE SOX				
	157	BOB ADDIS	CUBS		BLACK LETTER		WHITE LETTER
	158	JOHN LOGAN	BRAVES		BLACK LETTER		WHITE LETTER
	159	WAYNE TERWILLIGER	SENATORS		BLACK LETTER		WHITE LETTER
	160	BOB YOUNG	BROWNS		BLACK LETTER		WHITE LETTER
	161	VERN BICKFORD	BRAVES		BLACK LETTER		WHITE LETTER
	162	TED KLUSZEWSKI	REDS		BLACK LETTER		WHITE LETTER
	163	FRED HATFIELD	TIGERS		BLACK LETTER		WHITE LETTER
	164	FRED SHEA	SENATORS		BLACK LETTER		WHITE LETTER
	165	BILLY HOEFT	TIGERS		BLACK LETTER		WHITE LETTER

# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

## BASEBALL (1953) CHECKLIST

166	BILL HUNTER	BROWNS
167	ART SCHULT	YANKEES
168	WILLARD SCHMIDT	CARDINALS
169	DIZZY TROUT	RED SOX
170	BILL WERLE	RED SOX
171	BOB GLYNN	INDIANS
172	RIP REPULSKI	CARDINALS
173	PRESTON WARD	CUBS
174	BILLY LOES	DODGERS
175	RON KLINE	PIRATES
176	DON HOAK	DODGERS
177	JIM DYCK	BROWNS
178	JIM WAUGH	PIRATES
179	GENE HERMANSKI	CUBS
180	VIRGIL STALLCUP	CARDINALS
181	AL ZARILLA	RED SOX
182	BOB HOFMAN	GIANTS
183	STU MILLER	CARDINALS
184	HAL BROWN	RED SOX
185	JIM PENDLETON	BRAVES
186	CHARLIE BISHOP	ATHLETICS
187	JIM FRIDLEY	INDIANS
188	ANDY CAREY	YANKEES
189	RAY JABLONSKI	CARDINALS
190	DIXIE WALKER	CARDINALS
191	RALPH KINER	PIRATES
192	WALLY WESTLAKE	INDIANS
193	MIKE CLARK	CARDINALS
194	EDDIE KAZAK	TIGERS
195	ED MCGHEE	ATHLETICS
196	BOB KEEGAN	WHITE SOX
197	DEL CRANDALL	BRAVES
198	FORREST MAIN	PIRATES
199	MARION FRICANO	ATHLETICS
200	GORDON GOLDSBERRY	BROWNS
201	PAUL LA PALME	PIRATES
202	CARL SAWATSKI	CUBS
203	CLIFF FANNIN	BROWNS
204	DICK BOKELMANN	CARDINALS
205	VERN BENSON	CARDINALS
206	ED BAILEY	REDS
207	WHITEY FORD	YANKEES
208	JIM WILSON	BRAVES
209	JIM GREENGRASS	REDS
210	BOB CERV	YANKEES
211	J.W. PORTER	TIGERS
212	JACK DITTMER	BRAVES
213	RAY SCARBOROUGH	YANKEES
214	BILL BRUTON	BRAVES
215	GENE CONLEY	BRAVES
216	JIM HUGHES	DODGERS
217	MURRAY WALL	BRAVES
218	LES FUSSELMAN	CARDINALS
219	PETE RUNNELS	SENATORS
220	SATCHELL PAIGE	BROWNS
221	BOB MILLIKEN	DODGERS
222	VOC JANOWICZ	PIRATES
223	JOHN O'BRIEN	PIRATES
224	LOU SLEATER	SENATORS
225	BOBBY SCHANTZ	ATHLETICS
226	ED ERAUTT	REDS
227	MORRIS MARTIN	ATHLETICS
228	HAL NEWSHOUSER	TIGERS
229	ROCKY KRSNICH	WHITE SOX
230	JOHNNY LINDELL	PIRATES
231	SOLLY HEMUS	CARDINALS
232	DICK KOKOS	BROWNS
233	AL ABER	INDIANS
234	RAY MURRAY	ATHLETICS
235	JOHN HETKI	PIRATES
236	HARRY PERKOWSKI	REDS
237	CLARENCE PODBIELAN	REDS
238	CAL HOGUE	PIRATES
239	JIM DELSING	TIGERS
240	FREDDIE MARSH	WHITE SOX
241	AL SIMA	SENATORS
242	CHARLIE SILVERA	YANKEES
243	CARLOS BERNIER	PIRATES
244	WILLIE MAYS	GIANTS
245	BILL NORMAN	BROWNS
246	ROY FACE	PIRATES
247	MIKE SANDLOCK	PIRATES
248	GENE STEPHENS	RED SOX
249	ED O'BRIEN	PIRATES
250	BOB WILSON	WHITE SOX

251	SID HUDSON	RED SOX
252	HENRY FOILES	REDS
253	NOT ISSUED	NOT ISSUED
254	PREACHER ROE	DODGERS
255	DIXIE HOWELL	DODGERS
256	LES PEDEN	SENATORS
257	BOB BOYD	WHITE SOX
258	JIM GILLIAM	DODGERS
259	ROY McMILLAN	REDS
260	SAM CALDERONE	GIANTS
261	NOT ISSUED	NOT ISSUED
262	BOB OLDIS	SENATORS
263	JOHNNY PODRES	DODGERS
264	GENE WOODLING	YANKEES
265	JACKIE JENSEN	SENATORS
266	BOB CAIN	BROWNS
267	NOT ISSUED	NOT ISSUED
268	NOT ISSUED	NOT ISSUED
269	DUANE PILLETTE	BROWNS
270	VERN STEPHENS	WHITE SOX
271	NOT ISSUED	NOT ISSUED
272	BILL ANTONELLO	DODGERS
273	HARVEY HADDIX	CARDINALS
274	JOHN RIDDLE	CARDINALS
275	NOT ISSUED	NOT ISSUED
276	KEN RAFFENBERGER	REDS
277	DON LUND	TIGERS
278	WILLIE MIRANDA	BROWNS
279	JOE COLEMAN	ATHLETICS
280	MILT BOLLING	RED SOX

### PRICING

1	JACKIE ROBINSON	275	NM VALUE 800
10	SMOKEY BURGESS	25	
27	ROY CAMPANELLA	75	
37	ED MATHEWS	75	
54	BOB FELLER	50	
76	PEE WEE REESE	65	
81	JOE BLACK	40	
82	MICKEY MANTLE	1,200	
86	BILLY MARTIN	50	
104	YOGI BERRA	150	
114	PHIL RIZZUTO	80	
147	WARREN SPAHN	80	
207	WHITEY FORD	80	
220	SATCHELL PAIGE	225	
244	WILLIE MAYS	750	
258	JIM GILLIAM	80	
263	JOHNNY PODRES	110	
280	MILT BOLLING	80	NM VALUE 400
	COMMON (1-220)	15	
	SUPER COMMON (1-220)	20	
	SEMI STAR (1-220)	30	
	BLACK LETTER BACKS (86-165)	NO DATA	
	COMMON (221-280)	25	
	SUPER COMMON (221-280)	35	
	SEMI STAR (221-280)	50	
	BASE SET (274)	3,750	
	ONE CENT WRAPPER (DATED)	200	
	ONE CENT WRAPPER (UNDATED)	250	
	FIVE CENT WRAPPER (DATED)	300	
	FIVE CENT WRAPPER (UNDATED)	350	
	ONE CENT PACK (LOW NUMBER)	2,500	
	FIVE CENT PACK (LOW NUMBER)	3,000	
	TEN CENT PACK (LOW # TCG)	6,000	
	ONE CENT BOX (EMPTY)	SPEC.	
	FIVE CENT BOX (EMPTY)	SPEC.	

## BASEBALL (1954)

Issued As: Baseball

ACC #: R414-8

Issue Date: 1954

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

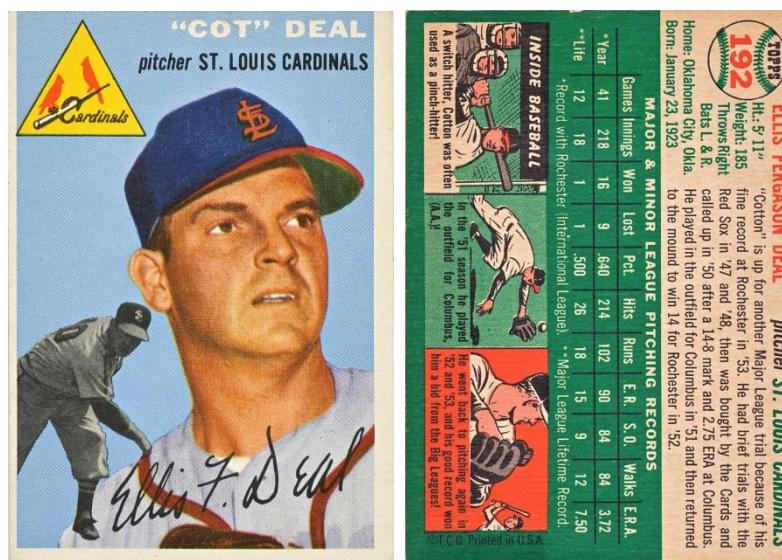
Packaging: 1 cent, 5 cent, 10 cent clear cellophane, "6 pack" of six 5 cent packs

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 250

Number of Series: 3 or 4

Sheet Size: 100/200



Topps made a number of innovations for their 1954 baseball offering. Dealing with the new legal rules concerning contractual rights afforded to the players, the Shorins tightened up their annual set to 250 subjects but compensated by signing Ted Williams to an exclusive contract. Bowman would be reduced to a 224 card set and be forced to pull their own Williams card while Topps did not have to deal with any gaps in their own offering.

Sharp *Kodachrome* color portraits were juxtaposed with a smaller black & white "news photo" action shot against a solid, brightly colored background. Topps once again used contiguous color on one portion of the card, so the sheets were printed with alternating rows of upside down cards, to allow for full color bleeds at the top of each card. The news source in question was likely the *New York Daily News*, where Sy Berger had cultivated a friendship with Dick Young, one of the New York beat sportswriters, who more often than not would give Topps a plug in his Friday column.

Twenty seven cards from this series were reproduced in a foldout, paper format for the first issue of *Sports Illustrated* magazine (August 16, 1954). The magazine's second issue (August 23, 1954) featured a similar promotion which consisted solely of 27 New York Yankees cards, including twelve black and white "creations" specifically composed for the magazine. The black and white subjects lacked the team logos and fifteen of the sixteen Yankees cards actually issued by Topps that year made into the magazine as

number 13, Billy Martin, was not reproduced as he had been drafted into the military in 1954 and did not play that season. See *Sports Illustrated* section hereinafter for 1954 checklists of those two inserts.

#### Series 1 (#1-50)

First series packs show the year of issue, which was removed as later series were issued; these closely resemble the 1953 packs in design as Topps strove for a consistent look for their flagship set. First series cards are found with either white or gray backs, the latter believed to have been issued in Canada, although it is not a certainty. This gray back series helps to confirm the first 50 cards were issued at once. Ted Williams started things off at #1 and this is the first year cards of star players generally ending in "0", a neat touch courtesy of Sy Berger, although the practice was inconsistently applied after the first 100 cards or so and required a few more years to fully take hold.

#### Remaining Series

For years price guide editors thought the 1954 set was issued in six series:

<u>Series</u>	<u>Cards</u>	<u>Series</u>	<u>Cards</u>
1	1-50	4	126-175
2	51-75	5	176-200
3	76-125	6	200-250

But two 25 card series does not make a whole lot of economic sense. A surviving 100 card half sheet shows that Topps left at least two 25 consecutively numbered gaps after series 1. Based upon that sheet (which shows cards from 126-150, then 176-250), Series 2 could either have consisted of 50 or 100 cards with the former far more likely as Topps would want to stretch their offering out over as long a period as possible with only 250 cards. A 100 card additional series would just fill in the gaps (51-125, 151-175) from the known half sheet but Topps doesn't seem likely to have hit the century mark for a single series so early in their history. In either scenario the series would start with nos. 51-75 and then tack on the numbers covering either 76-100 or 101-125 but it's all guesswork.

Depending upon the distribution of prior series, nos. 101-125 and 151-175 could have made up a fifty card series 3, although 76-100 and 151-175 would also work. This staggering would yield a pattern of 50, 50, 50 then 100 cards to total the full 250, with the gaps keeping the kiddies buying more cards to find the missing numbers as summer wore on. Under this scenario the second series would run from 51-75 with the next 25 cards not distributed with the first 25. Some guides show a premium for the commons in the 51-75 range but this is not supported by current pricing trends.

Four released series would mean something like a mid July distribution for the last of the Topps cards for the year. Glass printing plate "negatives" for 50 of the cards on the known sheet have survived and clearly indicate Lord Baltimore Printing as the manufacturer. Ed & John O'Brien, the Pirates double play combination, share the first Topps multi-player card while Ted Williams closes out the set with a second card at #250, the first time a player appeared twice in a Topps baseball set.

1954 packs may also have been distributed inside packages of Schafer Bread and possibly some other brands as well.

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Topps Baseball Cards: The Complete Picture Collection*, <http://net54baseball.com/>, *1948 Through 1986 Unopened Baseball Wax Packs, Boxes and Wrappers Price Guide* by Darren Prince, 2<sup>nd</sup> ed., Author's Research)

**BASEBALL (1954) CHECKLIST**

1	TED WILLIAMS	RED SOX
2	GUS ZERNIAL	ATHLETICS
3	MONTE IRVIN	GIANTS
4	HANK SAUER	CUBS
5	ED LOPAT	YANKEES
6	PETE RUNNELS	SENATORS
7	TED KLUSZEWSKI	REDLEGS
8	BOBBY YOUNG	ORIOLES
9	HARVEY HADDIX	CARDINALS
10	JACKIE ROBINSON	DODGERS
11	PAUL SMITH	PIRATES
12	DEL CRANDALL	BRAVES
13	BILLY MARTIN	YANKEES
14	PREACHER ROE	DODGERS
15	AL ROSEN	INDIANS
16	VIC JANOWICZ	PIRATES
17	PHIL RIZZUTO	YANKEES
18	WALT DROPO	TIGERS
19	JOHNNY LIPON	ORIOLES
20	WARREN SPAHN	BRAVES
21	BOBBY SHANTZ	ATHLETICS
22	JIM GREENGRASS	REDLEGS
23	LUKE EASTER	INDIANS
24	GRANNY HAMNER	PHILLIES
25	HARVEY KUENN	TIGERS
26	RAY JABLONSKI	CARDINALS
27	FERRIS FAIN	WHITE SOX
28	PAUL MINNER	CUBS
29	JIM HEGAN	INDIANS
30	ED MATHEWS	BRAVES
31	JOHNNY KLIPPSTEIN	CUBS
32	DUKE SNIDER	DODGERS
33	JOHNNY SCHMITZ	SENATORS
34	JIM RIVERA	WHITE SOX
35	JUNIOR GILLIAM	DODGERS
36	HOYT WILHELM	GIANTS
37	WHITEY FORD	YANKEES
38	EDDIE STANKY	CARDINALS
39	SHERM LOLLAR	WHITE SOX
40	MEL PARNELL	RED SOX
41	WILLIE JONES	PHILLIES
42	DON MUELLER	GIANTS
43	DICK GROAT	PIRATES
44	NED GARVER	TIGERS
45	RICHE ASHBURN	PHILLIES
46	KEN RAFFENBERGER	REDLEGS
47	ELLIS KINDER	RED SOX
48	BILLY HUNTER	ORIOLES
49	RAY MURRAY	ATHLETICS
50	YOGI BERRA	YANKEES
51	JOHNNY LINDELL	PHILLIES
52	VIC POWER	ATHLETICS
53	JACK DITTMER	BRAVES
54	VERN STEPHENS	ORIOLES
55	PHIL CAVARRETTA	CUBS
56	WILLIE MIRANDA	YANKEES
57	LUIS ALOMA	WHITE SOX
58	BOB WILSON	WHITE SOX
59	GENE CONLEY	BRAVES
60	FRANK BAUMHOLTZ	CUBS
61	BOB CAIN	ATHLETICS
62	EDDIE ROBINSON	YANKEES
63	JOHNNY PESKY	TIGERS
64	HANK THOMPSON	GIANTS
65	BOB SWIFT	TIGERS
66	TED LEPCIO	RED SOX
67	JIM WILLIS	CUBS
68	SAMMY CALDERONE	BRAVES
69	BUD PODBIELAN	REDLEGS
70	LARRY DOBY	INDIANS
71	FRANK SMITH	REDLEGS
72	PRESTON WARD	PIRATES
73	WAYNE TERWILLIGER	SENATORS
74	BILL TAYLOR	GIANTS
75	FRED HANEY	PIRATES
76	BOB SCHEFFING	CUBS
77	RAY BOONE	TIGERS
78	TED KAZANSKI	PHILLIES
79	ANDY PAFKO	BRAVES
80	JACKIE JENSEN	RED SOX
81	DAVE HOSKINS	INDIANS
82	MILT BOLLING	RED SOX
83	JOE COLLINS	YANKEES
84	DICK COLE	PIRATES
85	BOB TURLEY	ORIOLES
86	BILLY HERMAN	PIRATES
87	ROY FACE	PIRATES
88	MATT BATTIS	TIGERS
89	HOWIE POLLET	CUBS
90	WILLIE MAYS	GIANTS
91	BOB OLDIS	SENATORS
92	WALLY WESTLAKE	INDIANS
93	SID HUDSON	RED SOX
94	ERNIE BANKS	CUBS
95	HAL RICE	PIRATES
96	CHARLIE SILVERA	YANKEES
97	JERRY LANE	SENATORS
98	JOE BLACK	DODGERS
99	BOB HOFMAN	GIANTS
100	BOB KEEGAN	WHITE SOX
101	GENE WOODLING	YANKEES
102	GIL HODGES	DODGERS
103	JIM LEMON	INDIANS
104	MIKE SANDLOCK	PHILLIES
105	ANDY CAREY	YANKEES
106	DICK KOKOS	ORIOLES
107	DUANE PILLETTE	ORIOLES
108	THORNTON KIPPER	PHILLIES
109	BILL BRUTON	BRAVES
110	HARRY DORISH	WHITE SOX
111	JIM DELSING	TIGERS
112	BILL RENNA	ATHLETICS
113	BOB BOYD	WHITE SOX
114	DEAN STONE	SENATORS
115	"RIP" REPULSKI	CARDINALS
116	STEVE BILKO	CARDINALS
117	SOLLY HEMUS	CARDINALS
118	CARL SCHEIB	ATHLETICS
119	JOHNNY ANTONELLI	GIANTS
120	ROY McMILLAN	REDLEGS
121	CLEM LABINE	DODGERS
122	JOHNNY LOGAN	BRAVES
123	BOBBY ADAMS	REDLEGS
124	MARION FRICANO	ATHLETICS
125	HARRY PERKOWSKI	REDLEGS
126	BEN WADE	DODGERS
127	STEVE O'NEILL	PHILLIES
128	HENRY AARON	BRAVES
129	FORREST JACOBS	ATHLETICS
130	HANK BAUER	YANKEES
131	RENO BERTOIA	TIGERS
132	TOM LASORDA	DODGERS
133	DEL BAKER	RED SOX
134	CAL HOGUE	PIRATES
135	JOE PRESKO	CARDINALS
136	CONNIE RYAN	REDLEGS
137	WALLY MOON	CARDINALS
138	BOB BORKOWSKI	REDLEGS
139	ED & JOHN O'BRIEN	PIRATES
140	TOM WRIGHT	SENATORS

## BASEBALL (1954) CHECKLIST

141	JOE JAY	BRAVES
142	TOM POHOLSKY	CARDINALS
143	ROLLIE HEMSLEY	ATHLETICS
144	BILL WERLE	RED SOX
145	ELMER VALO	ATHLETICS
146	DON JOHNSON	WHITE SOX
147	JOHN RIDDLE	CARDINALS
148	BOB TRICE	ATHLETICS
149	JIM ROBERTSON	ATHLETICS
150	DICK KRYHOSKI	ORIOLES
151	ALEX GRAMMAS	CARDINALS
152	MIKE BLYZKA	ORIOLES
153	RUBE WALKER	DODGERS
154	MIKE FORNIELES	WHITE SOX
155	BOB KENNEDY	INDIANS
156	JOE COLEMAN	ORIOLES
157	DON LENHARDT	ORIOLES
158	"PEANUTS" LOWREY	CARDINALS
159	DAVE PHILLEY	INDIANS
160	"RED" KRESS	INDIANS
161	JOHN HETKI	PIRATES
162	HERMAN WEHMEIER	REDLEGS
163	FRANK HOUSE	TIGERS
164	STU MILLER	CARDINALS
165	JIM PENDELTON	BRAVES
166	JOHNNY PODRES	DODGERS
167	DON LUND	TIGERS
168	MORRIE MARTIN	ATHLETICS
169	JIM HUGHES	DODGERS
170	JIM RHODES	GIANTS
171	LEO KIELY	RED SOX
172	HAL BROWN	RED SOX
173	JACK HARSHMANN	WHITE SOX
174	TOM QUALTERS	PHILLIES
175	FRANK LEJA	YANKEES
176	BOB KEELY	BRAVES
177	BOB MILLIKEN	DODGERS
178	BILL GYLNN	INDIANS
179	GAIR ALLIE	PIRATES
180	WES WESTRUM	GIANTS
181	MEL ROACH	BRAVES
182	CHUCK HARMON	REDLEGS
183	EARLE COMBS	PHILLIES
184	ED BAILEY	REDLEGS
185	CHUCK STOBBS	SENATORS
186	KARL OLSON	RED SOX
187	"HEINIE" MANUSH	SENATORS
188	DAVE JOLLY	BRAVES
189	BOB ROSS	SENATORS
190	RAY HERBERT	TIGERS
191	DICK SCHOFIELD	CARDINALS
192	"COT" DEAL	CARDINALS
193	JOHNNY HOPP	TIGERS
194	BILL SARNI	CARDINALS
195	BILL CONSOLO	RED SOX
196	STAN JOK	PHILLIES
197	"SCHOOLBOY" ROWE	TIGERS
198	CARL SAWATSKI	WHITE SOX
199	"ROCKY" NELSON	INDIANS
200	LARRY JANSEN	GIANTS
201	AL KALINE	TIGERS
202	BOB PURKEY	PIRATES
203	HARRY BRECHEEN	ORIOLES
204	ANGELL SCULL	SENATORS
205	JOHNNY SAIN	YANKEES
206	RAY CRONE	BRAVES
207	TOM OLIVER	ORIOLES
208	GRADY HATTON	REDLEGS
209	CHARLIE THOMPSON	DODGERS
210	BOB BUHL	BRAVES

211	DON HOAK	DODGERS
212	MICKEY MICELOTTA	PHILLIES
213	JOHN FITZPATRICK	PIRATES
214	ARNOLD PORTOCARRERO	ATHLETICS
215	ED MCGHEE	ATHLETICS
216	AL SIMA	WHITE SOX
217	PAUL SCHREIBER	RED SOX
218	FRED MARSH	WHITE SOX
219	CHARLIE KRESS	TIGERS
220	RUBEN GOMEZ	GIANTS
221	DICK BRODOWSKI	RED SOX
222	BILL WILSON	WHITE SOX
223	JOE HAYNES	SENATORS
224	DICK WEIK	TIGERS
225	DON LIDDLE	GIANTS
226	JEHOSIE HEARD	ORIOLES
227	BUSTER MILLS	RED SOX
228	GENE HERMANSKI	PIRATES
229	BOB TALBOT	CUBS
230	BOB KUZAVA	YANKEES
231	ROY SMALLEY	BRAVES
232	LOU LIMMER	ATHLETICS
233	AUGIE GALAN	ATHLETICS
234	JERRY LYNCH	PIRATES
235	VERN LAW	PIRATES
236	PAUL PENSON	PHILLIES
237	MIKE RYBA	CARDINALS
238	AL ABER	TIGERS
239	BILL SKOWRON	YANKEES
240	SAM MELE	ORIOLES
241	BOB MILLER	TIGERS
242	CURT ROBERTS	PIRATES
243	RAY BLADES	CUBS
244	LEROY WHEAT	ATHLETICS
245	ROY SIEVERS	SENATORS
246	HOWIE FOX	ORIOLES
247	EDDIE MAYO	PHILLIES
248	AL SMITH	INDIANS
249	WILMER MIZELL	CARDINALS
250	TED WILLIAMS	RED SOX

### PRICING

1	TED WILLIAMS	175	NM VALUE 800
10	JACKIE ROBINSON	125	
17	PHIL RIZZUTO	40	
20	WARREN SPAHN	40	
30	ED MATHEWS	40	
32	DUKE SNIDER	50	
37	WHITEY FORD	50	
50	YOGI BERRA	75	
90	WILLIE MAYS	200	
94	ERNIE BANKS	400	
128	HENRY AARON	700	
132	TOM LASORDA	75	
139	ED & JOHN O'BRIEN	225	
250	TED WILLIAMS	225	NM VALUE 850
	COMMON (1-250)	8	
	SUPER COMMON (1-250)	20	
	SEMI STAR (1-250)	30	
	BASE SET (250)	2,750	
	ONE CENT WRAPPER (DATED)	100	
	ONE CENT WRAPPER (UNDATED)	75	
	FIVE CENT WRAPPER (DATED)	150	
	FIVE CENT WRAPPER (UNDATED)	125	
	ONE CENT PACK (DATED)	1,500	
	ONE CENT PACK (UNDATED)	1,000	
	FIVE CENT PACK (DATED)	2,500	
	FIVE CENT PACK (UNDATED)	2,000	
	TEN CENT PACK (TCG)	6,000	
	ONE CENT BOX (EMPTY)	SPEC.	
	FIVE CENT BOX (EMPTY)	SPEC.	



## BASEBALL (1955)

Issued As: Baseball

ACC #: R414-9

Issue Date: 1955

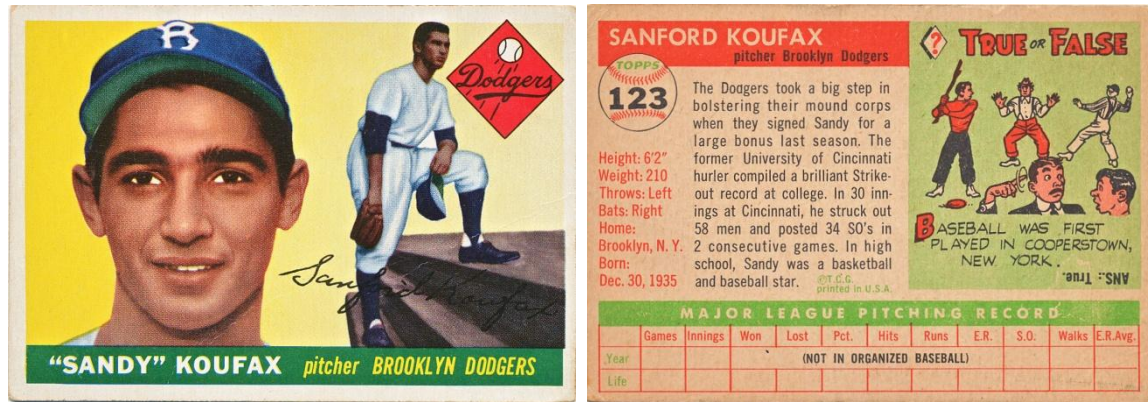
Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

Packaging: 1 cent, 5 cent (7 cards), 10 cent clear cellophane, "6 pack" of six 5 cent packs

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 206 (Skip numbered to 210) Number of Series: 3?

Sheet Size: 110/220



Topps moved to a larger 110 card half/220 card full sheet size for their 1955 baseball cards but it would be their smallest ever regular issue baseball set. This sheet retooling would allow a small reduction in production costs no doubt but Topps was down to a mere 210 planned cards in 1955, while Bowman would offer almost 100 cards more than they had in 1954. The 1955 baseball cards were Bowman's last real attempt at keeping their line intact and company afloat but the relentless assault from Topps could not be stopped. The Topps cards, their first horizontally formatted baseball set, offered portraits once again (some repeated from 1954) along with secondary action shots, this time in color and the by now ubiquitous team logos.

Color was the predominant theme in 1955. Bowman used a "Color TV" motif while Topps cards blazed in bright hues, all accented by a shinier gloss than had been used previously. The backs featured text, a cartoon and the usual vitals and statistics. In addition, Topps would, for the first time, offer a secondary set, called *Double Header*, to have more product competing against Bowman despite their limited selection of players. Four cards would have to be pulled from the last series, as new player contracts were again litigated, or at least contested, by Bowman.

### Series 1 (#1-110?)

First series packs once again show the year of issue, although a new design was used, with a smaller baseball design and "TOPPS" displayed a bit more prominently. The lack of variations and consistent use of card stock makes the identification of the first two series in 1955 difficult but a partial uncut sheet reveals one possible answer. This twenty five card partial sheet contains cards ranging from #1 to #108, while another quadrant shows the five rows above these, so the full 10 card column (in a horizontal



alignment) for five rows is seemingly known. However, as Topps' antics showed in 1954, funny things could happen on the press sheets.

A poorly resolved picture of a full 110 card first series sheet also exists but it is impossible to identify all the cards on it, although the text accompanying the picture (from a 1993 Robert Edward Auctions newsprint catalog) indicates some double prints and there is enough resolution to see two rows of ten are repeated. There is a major star though, who appears not twice but *thrice* and is indicated in the auction description as being a triple print. Close examination of the 110 card sheet reveals this is the case, with card # 51 of Jim Hughes pulled off the sheet (based upon the "quadrant array") and replaced with a third Ted Williams card. This means that the 25 card quadrants differ from those in ostensibly the same array on another part of the 110 card sheet. Either this was done deliberately or Topps had to pull some players very early in the run due to contractual problems.

At least two other players appear out of sequence on the 110 card sheet and one, #67 Wally Moon, looks like he appears four times. Unlike most other Topps press sheets of the era, the extra cards are randomly placed on the sheet, as opposed to the normal process of simply replicating full rows for any overprints.

Some older references detail series runs from 51-90 and then skip ten numbers ahead to 100-109 (an odd landing place and which would theoretically extend to #110 but should start instead at #101) and 91-99 (which should go to #100) and then after another skipping of ten consecutive numbers, from 110-160. Indeed the partial sheet has a gap from #88-101, the only such gap on the sheet spanning at least ten unencumbered, consecutive numbers whose last digit could start with a "1" and end with a "0". Given the small sample size it is not certain the #91-100 run came on another sheet but some deliberate holdouts from Topps are entirely possible. Unlike the 25 card gap in 1954, a 10 card gap in 1955 would be much less obvious and it does appear Topps "ventilated" the card numbering on the press sheets.

*Sports Illustrated* once again issued Topps cards in two consecutive issues. This time they were only in 8 card groups appearing in the magazine in consecutive weeks: April 11 & 18, with one player from each NL team shown in the first issue and one from each AL team in the second. As was the case a year earlier, there does not seem to be a correlation between the print arrays of the *Sports Illustrated* versions and the issued cards.

To further confuse things, at least 23 gummed stamps are known featuring 1955 obverses but only two of these subjects appear in *Sports Illustrated*: #56 Jablonski and # 90 Spooner, both appearing on the NL sheet. This indicates a further lack of correlation between the *SI* cards and the press sheets and the *SI* cards with the stamps. There is a strong correlation between the stamps and the press sheet though as all 23 identified stamp subjects appear within four adjacent columns of the known uncut quadrants. The stamps were never released to the public and may all have a population of one, or two at the most.

Then there is the case of *Double Header*, which are at length in their own section but which were all drawn from the secondary "action" photos appearing on the regular 1955 cards. Most of these are derived from the first 148 cards of the regular issue (there are 66 *Double Headers* featuring 132 players) but one is taken from regular issue #202 (Jim Owens) and another features a player not in the regular issue (John Hetki of the Pirates).

#### Series 2? (#111-160?)

This could actually have been the third series of the year, depending on how the prior 110 cards were released and may (or may not) include 10 or 20 numbers from an earlier press sheet. Cards #151-160 are

portrayed in many guides as being a little more difficult than the others in the series but there is no pricing evidence to bear this out and positively identifying double prints is currently impossible.

### Series 3? (#161-210)

The 1955 high numbers have four cards that were withdrawn from distribution and have never been identified except by number: 175, 186, 203 and 209. These were probably newly signed players that also had a Bowman contract that took precedence and the timing of this indicates Topps and Bowman were still engaged in legal wrangling well into 1955. It is alleged by Beckett that nos. 170, 172, 184 and 188 were double printed to fill in for the four missing numbers. If true, this means the players were identified early enough to have been changed out no later than the final proofing process and were not pulled after printing and cutting as had been the case in 1953.

Logic dictates there should be 20 other overprinted cards in this series, which was printed in somewhat lesser quantity than the first 160 cards, although it is by no means difficult. Prices for the high numbers are in some cases quite close to those in the earlier series. Duke Snider ends the series at #210, this is a condition sensitive card of a popular player and Brooklyn Dodger.

See *Sports Illustrated* section hereinafter for 1955 checklists of those two inserts (also identified on 1955 checklist on following pages).

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Beckett Almanac of Baseball Cards & Collectibles*, *Topps Baseball Cards: The Complete Picture Collection*, <http://net54baseball.com/>, *1948 Through 1986 Unopened Baseball Wax Packs, Boxes and Wrappers Price Guide* by Darren Prince, 2<sup>nd</sup> ed., Author's Research)



1955 *Baseball* and *Double Header* Salesman's Sample (courtesy Robert Edward Auctions)

**BASEBALL (1955) CHECKLIST**

NUMBER	NAME	TEAM	STAMPS	SPORTS ILL.	DOUBLE HDR.	HOCUS FOCUS
1	"DUSTY" RHODES	GIANTS		YES	27	6
2	TED WILLIAMS	RED SOX			69	7
3	ART FOWLER	REDLEGS			80	
4	AL KALINE	TIGERS			45	
5	JIM GILLIAM	DODGERS			129	
6	STAN HACK	CUBS	YES		24	
7	JIM HEGAN	INDIANS			67	
8	HAL SMITH	ORIOLES		YES	70	17
9	BOB MILLER	TIGERS			60	
10	BOB KEEGAN	WHITE SOX		YES	52	
11	FERRIS FAIN	TIGERS		YES	116	
12	"JAKE" THIES	PIRATES			40	
13	FRED MARSH	ORIOLES			39	
14	JIM FINIGAN	ATHLETICS			50	
15	JIM PENDELTON	BRAVES	YES		33	
16	ROY SIEVERS	NATIONALS		YES	79	
17	BOBBY HOFMAN	GIANTS	YES		96	
18	RUSS KEMMERER	RED SOX			4	
19	BILLY HERMAN	DODGERS			53	
20	ANDY CAREY	YANKEES			36	
21	ALEX GRAMMAS	CARDINALS	YES		107	
22	BILL SKOWRON	YANKEES	YES		21	
23	JACK PARKS	BRAVES			68	
24	HAL NEWHOUSER	INDIANS			109	
25	JOHNNY PODRES	DODGERS			112	
26	DICK GROAT	PIRATES		YES	100	3
27	BILLY GARDNER	GIANTS			61	
28	ERNIE BANKS	CUBS		YES	32	
29	HERMAN WEHMEIER	PHILLIES			131	
30	VIC POWER	ATHLETICS			29	
31	WARREN SPAHN	BRAVES		YES	127	12
32	ED MCGHEE	WHITE SOX			78	
33	TOM QUALTERS	PHILLIES			108	
34	WAYNE TERWILLIGER	NATIONALS			132	
35	DAVE JOLLY	BRAVES	YES		95	
36	LEO KIELY	RED SOX			43	
37	JOE CUNNINGHAM	CARDINALS	YES		38	
38	BOB TURLEY	YANKEES		YES	64	
39	BILL GLYNN	INDIANS			59	
40	DON HOAK	DODGERS			26	
41	CHUCK STOBBS	NATIONALS			44	
42	"WINDY" McCALL	GIANTS			88	
43	HARVEY HADDIX	CARDINALS	YES		42	8
44	"CORKY" VALENTINE	REDLEGS	YES		46	
45	HANK SAUER	CUBS			103	5
46	TED KAZANSKI	PHILLIES	YES		5	
47	HANK AARON	BRAVES	PROBABLE		105	
48	BOB KENNEDY	ORIOLES			87	
49	J.W. PORTER	TIGERS			9	
50	JACKIE ROBINSON	DODGERS			25	16
51	JIM HUGHES	DODGERS			20	
52	BILL TREMEL	CUBS	YES		102	
53	BILL TAYLOR	GIANTS			7	
54	LOU LIMMER	ATHLETICS			16	
55	"RIP" REPULSKI	CARDINALS			125	
56	RAY JABLONSKI	REDLEGS	YES	YES	51	
57	BILLY O'DELL	ORIOLES			8	
58	JIM RIVERA	WHITE SOX			90	13
59	GAIR ALLIE	PIRATES			71	
60	DEAN STONE	NATIONALS			17	

**BASEBALL (1955) CHECKLIST**

NUMBER	NAME	TEAM	STAMPS	SPORTS ILL.	DOUBLE HDR.	HOCUS FOCUS
61	"SPOOK" JACOBS	ATHLETICS			47	22
62	THORNTON KIPPER	PHILLIES			10	
63	JOE COLLINS	YANKEES			65	
64	GUS TRIANDOS	ORIOLES			82	
65	RAY BOONE	TIGERS	YES		113	9
66	RON JACKSON	WHITE SOX			49	
67	WALLY MOON	CARDINALS		YES	37	19
68	JIM DAVIS	CUBS	YES		28	
69	ED BAILEY	REDLEGS			30	
70	AL ROSEN	INDIANS		YES	1	10
71	RUBEN GOMEZ	GIANTS	YES		89	
72	KARL OLSON	RED SOX			35	
73	JACK SHEPARD	PIRATES	YES		23	
74	BOB BORKOWSKI	REDLEGS			63	
75	SANDY AMOROS	DODGERS			54	
76	HOWIE POLLET	CUBS	YES		31	
77	ARNOLD PORTOCARRERO	ATHLETICS		YES	12	
78	GORDON JONES	CARDINALS			6	
79	DANNY SCHELL	PHILLIES		YES	81	
80	BOB GRIM	YANKEES			58	
81	GENE CONLEY	BRAVES			34	
82	CHUCK HARMON	REDLEGS			55	
83	TOM BREWER	RED SOX			128	
84	CAMILO PASCUAL	NATIONALS			104	
85	DON MOSSI	INDIANS	YES		84	
86	BILL WILSON	ATHLETICS			101	
87	FRANK HOUSE	TIGERS			14	
88	BOB SKINNER	PIRATES	YES		56	
89	JOE FRAZIER	CARDINALS			83	
90	KARL SPOONER	DODGERS	YES	YES	19	20
91	MILT BOLLING	RED SOX			92	
92	DON ZIMMER	DODGERS			98	
93	STEVE BILKO	CUBS			117	
94	RENO BERTOIA	TIGERS				
95	PRESTON WARD	PIRATES			97	
96	CHARLIE BISHOP	ATHLETICS			110	
97	CARLOS PAULA	NATIONALS				
98	JOHNNY RIDDLE	CARDINALS				
99	FRANK LEJA	YANKEES				
100	MONTE IRVIN	GIANTS			3	
101	JOHNNY GRAY	ATHLETICS			48	
102	WALLY WESTLAKE	INDIANS			13	
103	CHARLIE WHITE	BRAVES	YES		18	
104	JACK HARSHMAN	WHITE SOX			66	
105	CHUCK DIERING	ORIOLES	YES		2	
106	FRANK SULLIVAN	RED SOX		YES	22	
107	CURT ROBERTS	PIRATES			11	
108	"RUBE" WALKER	DODGERS	YES		15	
109	ED LOPAT	YANKEES			41	4
110	GUS ZERNIAL	ATHLETICS			123	15
111	BOB MILLIKEN	DODGERS			118	
112	NELSON KING	PIRATES				
113	HARRY BRECHEEN	ORIOLES			74	
114	LOU ORTIZ	PHILLIES			91	
115	ELLIS KINDER	RED SOX			130	
116	TOM HURD	RED SOX			120	
117	MEL ROACH	BRAVES				
118	BOB PURKEY	PIRATES			114	
119	BOB LENNON	GIANTS				
120	TED KLUSZEWSKI	REDLEGS			121	14

**BASEBALL (1955) CHECKLIST**

NUMBER	NAME	TEAM	STAMPS	SPORTS ILL.	DOUBLE HDR.	HOCUS FOCUS
121	BILL RENNA	ATHLETICS			99	
122	CARL SAWATSKI	WHITE SOX			93	
123	"SANDY" KOUFAX	DODGERS				
124	HARMON KILLEBREW	NATIONALS			111	
125	KEN BOYER	CARDINALS				
126	DICK HALL	PIRATES			57	
127	DALE LONG	PIRATES			115	
128	TED LEPCIO	RED SOX			126	
129	ELVIN TAPPE	CUBS			94	
130	MAYO SMITH	PHILLIES				11
131	GRADY HATTON	RED SOX			72	
132	BOB TRICE	ATHLETICS			124	
133	DAVE HOSKINS	INDIANS			77	
134	JOE JAY	BRAVES				
135	JOHNNY O'BRIEN	PIRATES				
136	"BUNKY" STEWART	NATIONALS			76	
137	HARRY ELLIOTT	CARDINALS				
138	RAY HERBERT	TIGERS			106	
139	STEVE KRALY	YANKEES				
140	MEL PARNELL	RED SOX			119	23
141	TOM WRIGHT	NATIONALS			75	
142	JERRY LYNCH	PIRATES			73	
143	DICK SCHOFIELD	CARDINALS				
144	JOE AMALFITANO	GIANTS				
145	ELMER VALO	ATHLETICS			85	
146	DICK DONOVAN	WHITE SOX				
147	LAURIN PEPPER	PIRATES				
148	HAL BROWN	RED SOX			86	
149	RAY CRONE	BRAVES				
150	MIKE HIGGINS	RED SOX				
151	"RED" KRESS	INDIANS				
152	HARRY AGGANIS	RED SOX				
153	"BUD" PODBIELAN	REDLEGS				
154	WILLIE MIRANDA	ORIOLES				
155	ED MATHEWS	BRAVES				21
156	JOE BLACK	DODGERS				
157	BOB MILLER	PHILLIES				
158	TOM CARROLL	YANKEES				
159	JOHNNY SCHMITZ	NATIONALS				18
160	RAY NARLESKI	INDIANS				
161	CHUCK TANNER	BRAVES				
162	JOE COLEMAN	ORIOLES				
163	FAYE THRONEBERRY	RED SOX				
164	ROBERTO CLEMENTE	PIRATES				
165	DON JOHNSON	ORIOLES				
166	HANK BAUER	YANKEES				
167	TOM CASAGRANDE	PHILLIES				
168	DUANE PILLETTE	ORIOLES				
169	BOB OLDIS	NATIONALS				
170	JIM PEARCE	REDLEGS				
171	DICK BRODOWSKI	RED SOX				
172	FRANK BAUMHOLTZ	CUBS				
173	BOB KLINE	NATIONALS				
174	RUDY MINARCIN	REDLEGS				
175	NOT ISSUED	NOT ISSUED				
176	NORM ZAUCHIN	RED SOX				
177	JIM ROBERTSON	ATHLETICS				
178	BOBBY ADAMS	REDLEGS				
179	JIM BOLGER	CUBS				
180	CLEM LABINE	DODGERS				

**BASEBALL (1955) CHECKLIST**

NUMBER	NAME	TEAM	STAMPS	SPORTS ILL.	DOUBLE HDR.	HOCUS FOCUS
181	ROY McMILLAN	REDLEGS				
182	HUMBERTO ROBINSON	BRAVES				
183	TONY JACOBS	CARDINALS				
184	HARRY PERKOWSKI	CUBS				
185	DON FERRARESE	ORIOLES				
186	NOT ISSUED	NOT ISSUED				
187	GIL HODGES	DODGERS				
188	CHARLIE SILVERA	YANKEES				
189	PHIL RIZZUTO	YANKEES				
190	GENE WOODLING	ORIOLES				
191	ED STANKY	CARDINALS				
192	JIM DELSING	TIGERS				
193	JOHNNY SAIN	YANKEES				
194	WILLIE MAYS	GIANTS				
195	ED ROEBUCK	DODGERS				
196	GALE WADE	CUBS				
197	AL SMITH	INDIANS				
198	YOGI BERRA	YANKEES				
199	BERT HAMRIC	DODGERS				
200	JACK JENSEN	RED SOX				
201	SHERM LOLLAR	WHITE SOX				
202	JIM OWENS	PHILLIES			122	
203	NOT ISSUED	NOT ISSUED				
204	FRANK SMITH	CARDINALS				
205	GENE FREESE	PIRATES				
206	PETE DALEY	RED SOX				
207	BILL CONSOLO	RED SOX				
208	RAY MOORE	ORIOLES				
209	NOT ISSUED	NOT ISSUED				
210	DUKE SNIDER	DODGERS				

PRICING			
1	"DUSTY" RHODES	25	NM VALUE 75
2	TED WILLIAMS	150	
4	AL KALINE	35	
28	ERNIE BANKS	60	
31	WARREN SPAHN	30	
47	HANK AARON	150	
50	JACKIE ROBINSON	175	
92	DON ZIMMER	25	
123	"SANDY" KOUFAX	375	
124	HARMON KILLEBREW	125	
152	HARRY AGGANIS	25	
155	ED MATHEWS	50	
164	ROBERTO CLEMENTE	850	
187	GIL HODGES	50	
189	PHIL RIZZUTO	60	
194	WILLIE MAYS	175	
198	YOGI BERRA	100	
210	DUKE SNIDER	150	NM VALUE 550

COMMON (1-160)	6
SUPER COMMON (1-160)	10
SEMI STAR (1-160)	15
COMMON (161-210)	11
SUPER COMMON (161-210)	20
SEMI STAR (161-210)	N/A
BASE SET (206)	2,250
ONE CENT WRAPPER (DATED)	50
ONE CENT WRAPPER (UNDATED)	40
FIVE CENT WRAPPER (DATED)	75
FIVE CENT WRAPPER (UNDATED)	60
ONE CENT PACK (DATED)	650
ONE CENT PACK (UNDATED)	525
FIVE CENT PACK (DATED)	1,250
FIVE CENT PACK (UNDATED)	1,000
TEN CENT PACK (TCG)	SPEC.
ONE CENT BOX (EMPTY)	SPEC.
FIVE CENT BOX (EMPTY)	SPEC.

## DOUBLE HEADER

Issued As: Double Header

ACC #: R414-10

Issue Date: 1955

Size: 3" x 2 1/16", 76 x 66.5 mm (closed); 4 7/8" x 2 1/16", 124 x 52 mm (opened)

Packaging: 1 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 66 (132 subjects)

Number of Series: 1

Sheet Size: Unknown



*Double Header* was the first supplemental baseball set sold by Topps, the beginning of a long line of such products. The 66 cards, each of which featured two illustrated subjects and two numbers, were designed to be folded over, as a full length illustration of the player on the front included a hinged flap with the player's upper torso and head coupled with a similar upper torso and head on the reverse (upside down until flipped). This flap would be flipped over, forming a shorter card combining the upper torso part of the reverse with the lower portion of the front subject. The illustrations look hastily done in many instances, although some show quite a lot of detail. Many of the "fits" are poorly executed and the set seems like it was rushed into production. Patterned after the T201 Mecca Double Folders set, the idea for this issue may have come from one of the Shorin boys, who would have been kids or young teens when that set was marketed in 1911. Both sets also contained the player's statistics (and the card numbers) on the reverse, below the secondary pose, although the Topps version of these was far more detailed.

The cards that provided the subjects for *Double Header* are almost all grouped in the first 148 cards of the regular issue for the year. The only two exceptions are #122 Jim Owens (#202 in the regular set but whose pose there is not even close to his *Double Header* illustration) and #62 John Hetki, who did not appear in the 1955 Baseball issue. Owens made his big league debut in April of 1955 but Hetki last played with the Pirates in September of 1954. The odd placement of these two subjects suggests: a problem with matching the fronts and backs of their respective *Double Header* cards; or a contractual issue requiring



two subjects to be withdrawn and replaced with others; or that the *Double Header* cards were prepared in advance of the regular issue.

According to any and all previous hobby references, the illustrations used for *Double Header* were taken from the secondary artwork on the front of the regular issue 1955 baseball cards. A close examination though, shows this is only partially correct and primarily relates to the fronts of the opened cards, where 56 of 66 are solid matches.

Many of the backs do not match or only the upper torso is taken from the secondary regular issue picture. About a half dozen of the back flap illustrations have a major body part rearranged to fit the “canvas” and many of them feature players in a crouched position, the better to fit the allotted space for the shorter, transformed version of the card. Only about a dozen “back subjects” can be said to truly match their regular card counterparts. Another 20 or so match on the upper torso/head printed on the back of the card but display mismatched lower torsos when folded over in comparison to their regular card. And fully half the back subjects do not match the secondary poses on the 1955 baseball cards at all, although some of these bear a nodding resemblance but are clearly redrawn.

The following *Double Header* fronts do not match their regular issue counterparts:

9 Porter	93 Sawatski
33 Pendleton	95 Jolly
53 Herman	103 Sauer
69 Williams	113 Boone
87 Kennedy	115 Long

There may be some small features slightly changed, such as the minor tilt of a head or hand but back subjects that are matches with their 1955 regular issue cards number only a dozen:

2 Diering	36 Carey
6 Jones	40 Thies
10 Kipper	68 Parks
12 Portocarrero	94 Tappe
28 Davis	100 Groat
30 Bailey	108 Qualters

The most egregious non-matching pose belongs to #115 Dale Long, who was a first baseman in real life but depicted in catcher's gear in *Double Header*, despite never having played the position in the majors at that point. He is also identified as a first baseman in the set, all the more strange.

The cards, when properly arranged side-by-side in their opened state, form various panoramic ballpark scenes, stretching over as many as 8 cards (or as few as 2). There are 13 different stadium views in the set, with two of them showing night scenes. The ballpark scenes primarily depict the three New York City fields (there is repetition to a degree), although some artistic license was taken.

Off centered cards are common in this set and the backs are particularly prone to miscuts where a tiny sliver of the top of a flap from another card often shows along the bottom edge. The flap hinges also wear excessively and no doubt many have separated over the years, further diminishing supply of an issue already made tough due to penny packs being the sole initial means of sale. Cards that never had the hinge embossed also exist and command a premium.

The list of missing regular issue subjects primarily, but not exclusively, consists of players who debuted in 1954 or 1955. Many of these were caught in the revived “bonus baby” pool when the Bonus Rule was reinstated for the 1953 season as players who signed with big league clubs and received in excess of \$4,000 in bonus money had to remain on the big league team's roster for two seasons before they could be

demoted or traded. This led to many green players clogging the big league rosters during this era, something that assuredly worked in favor of Topps in terms of players they could sign.

The regular issue subjects in the first 150 cards that are not replicated in *Double Header* are:

94 Reno Bertoia, debuted 1953  
97 Carolos Paula , debuted September 1954  
98 Johnny Riddle, coach  
99 Frank Leja, debuted 1954  
112 Nelson King, debuted 1954  
117 Mel Roach, debuted 1953  
119 Bob Lennon, debuted September 1954  
123 Sandy Koufax, debuted June 1955  
125 Ken Boyer, debuted April 1955  
130 Mayo Smith, manager who debuted in April 1955  
134 Joe Jay, debuted 1953  
135 Johnny O'Brien, debuted 1953  
137 Harry Elliott, debuted 1953  
139 Steve Kraly, debuted 1953 (his only year in the bigs)  
143 Dick Schofield, debuted 1953  
144 Joe Amalfitano, debuted 1954  
146 Dick Donovan, debuted 1950 (see below)  
147 Laurin Pepper, debuted 1954  
149 Ray Crone, debuted 1954  
150 Mike Higgins, manager who debuted in April 1955

Dick Donovan, who debuted in 1950 had spent three years shuttling between the Boston Braves and the minors when he was outrighted in early 1953 to the Toledo Mud Hens. He refused to report and demanded a trade; the Braves responded coolly and he did not pitch at all the entire 1953 season. He was finally sent to the Detroit Tigers organization, mostly appearing in the minors with a scant two games at the major league level in 1954, before being traded to the White Sox for 1955. Donovan's first card in any set was his 1955 Topps regular version and it seems quite strange he would not have been a Topps target in 1951-52 nor appear in the *Double Header* issue.

Topps may not have had suitable artwork to match up for the subjects who missed the *Double Header* cut, although given how they changed so many of the poses from the regular issue some deletions seem a bit odd. Perhaps the timing of finished artwork for the regular set determined the final cut; look at how many deletions there are starting at #94 (with none lower).

A sample *Double Header* card was affixed to the regular issue salesman's samples for 1955 in order to promote the product. The accompanying sales pitch stressed the need for the retailer to sell both of Topps' one cent baseball issues (the other being the regular issue cards) so the market for these cards seems more rural than urban, possibly due to the need to stretch out their baseball line due to their very short set of baseball cards in 1955. Two players on one card also seems like a bonus for the ultimate consumer, something Topps always liked to promote as extra value for the money.

For ease of identification, each player is shown separately in the checklist. A card always features consecutive numbering, with the main (front) subject bearing an odd number and the secondary (back) subject being assigned an even one.

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Beckett Almanac of Baseball Cards & Collectibles*, <http://net54baseball.com/>, <http://www.baseball-reference.com/>, *Baseball Cards Magazine* Aug. 1984 – "Two Cards for the Price of One" by Bill Bossert, Author's Research)

# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

## DOUBLE HEADER CHECKLIST

NUMBER	NAME	TEAM	REGULAR SET #	NUMBER	NAME	TEAM	REGULAR SET #
1	AL ROSEN	INDIANS	70	67	JIM HEGAN	INDIANS	7
2	CHUCK DIERING	ORIOLES	105	68	JACK PARKS	BRAVES	23
3	MONTE IRVIN	GIANTS	100	69	TED WILLIAMS	RED SOX	2
4	RUSS KEMMERER	RED SOX	18	70	HAL SMITH	ORIOLES	8
5	TED KAZANSKI	PHILLIES	46	71	GAIR ALLIE	PIRATES	59
6	GORDON JONES	CARDINALS	78	72	GRADY HATTON	RED SOX	131
7	BILL TAYLOR	GIANTS	53	73	JERRY LYNCH	PIRATES	142
8	BILLY O'DELL	ORIOLES	57	74	HARRY BRECHEEN	ORIOLES	113
9	J.W. PORTER	TIGERS	49	75	TOM WRIGHT	NATIONALS	141
10	THORNTON KIPPER	PHILLIES	62	76	"BUNKY" STEWART	NATIONALS	136
11	CURT ROBERTS	PIRATES	107	77	DAVE HOSKINS	INDIANS	133
12	ARNOLD PORTOCARRERO	ATHLETICS	77	78	ED MCGHEE	WHITE SOX	32
13	WALLY WESTLAKE	INDIANS	102	79	ROY SIEVERS	NATIONALS	16
14	FRANK HOUSE	TIGERS	87	80	ART FOWLER	REDLEGS	3
15	"RUBE" WALKER	DODGERS	108	81	DANNY SCHELL	PHILLIES	79
16	LOU LIMMER	ATHLETICS	54	82	GUS TRIANDOS	ORIOLES	64
17	DEAN STONE	NATIONALS	60	83	JOE FRAZIER	CARDINALS	89
18	CHARLIE WHITE	BRAVES	103	84	DON MOSSI	INDIANS	85
19	KARL SPOONER	DODGERS	90	85	ELMER VALO	ATHLETICS	145
20	JIM HUGHES	DODGERS	51	86	HAL BROWN	RED SOX	148
21	BILL SKOWRON	YANKEES	22	87	BOB KENNEDY	ORIOLES	48
22	FRANK SULLIVAN	RED SOX	106	88	"WINDY" McCALL	GIANTS	42
23	JACK SHEPARD	PIRATES	73	89	RUBEN GOMEZ	GIANTS	71
24	STAN HACK	CUBS	6	90	JIM RIVERA	WHITE SOX	58
25	JACKIE ROBINSON	DODGERS	50	91	LOU ORTIZ	PHILLIES	114
26	DON HOAK	DODGERS	40	92	MILT BOLLING	RED SOX	91
27	"DUSTY" RHODES	GIANTS	1	93	CARL SAWATSKI	WHITE SOX	122
28	JIM DAVIS	CUBS	68	94	ELVIN TAPPE	CUBS	129
29	VIC POWER	ATHLETICS	30	95	DAVE JOLLY	BRAVES	35
30	ED BAILEY	REDLEGS	69	96	BOBBY HOFMAN	GIANTS	17
31	HOWIE POLLET	CUBS	76	97	PRESTON WARD	PIRATES	95
32	ERNIE BANKS	CUBS	28	98	DON ZIMMER	DODGERS	92
33	JIM PENDELTON	BRAVES	15	99	BILL RENNA	ATHLETICS	121
34	GENE CONLEY	BRAVES	81	100	DICK GROAT	PIRATES	26
35	KARL OLSON	RED SOX	72	101	BILL WILSON	ATHLETICS	86
36	ANDY CAREY	YANKEES	20	102	BILL TREMEL	CUBS	52
37	WALLY MOON	CARDINALS	67	103	HANK SAUER	CUBS	45
38	JOE CUNNINGHAM	CARDINALS	37	104	CAMILO PASCUAL	NATIONALS	84
39	FRED MARSH	ORIOLES	13	105	HANK AARON	BRAVES	47
40	"JAKE" THIES	PIRATES	12	106	RAY HERBERT	TIGERS	138
41	ED LOPAT	YANKEES	109	107	ALEX GRAMMAS	CARDINALS	21
42	HARVEY HADDIX	CARDINALS	43	108	TOM QUALTERS	PHILLIES	33
43	LEO KIELY	RED SOX	36	109	HAL NEWHOUSER	INDIANS	24
44	CHUCK STOBBS	NATIONALS	41	110	CHARLIE BISHOP	ATHLETICS	96
45	AL KALINE	TIGERS	4	111	HARMON KILLEBREW	NATIONALS	124
46	"CORKY" VALENTINE	REDLEGS	44	112	JOHNNY PODRES	DODGERS	25
47	"SPOOK" JACOBS	ATHLETICS	61	113	RAY BOONE	TIGERS	65
48	JOHNNY GRAY	ATHLETICS	101	114	BOB PURKEY	PIRATES	118
49	RON JACKSON	WHITE SOX	66	115	DALE LONG	PIRATES	127
50	JIM FINIGAN	ATHLETICS	14	116	FERRIS FAIN	TIGERS	11
51	RAY JABLONSKI	REDLEGS	56	117	STEVE BILKO	CUBS	93
52	BOB KEEGAN	WHITE SOX	10	118	BOB MILLIKEN	DODGERS	111
53	BILLY HERMAN	DODGERS	19	119	MEL PARNELL	RED SOX	140
54	SANDY AMOROS	DODGERS	75	120	TOM HURD	RED SOX	116
55	CHUCK HARMON	REDLEGS	82	121	TED KLUSZEWSKI	REDLEGS	120
56	BOB SKINNER	PIRATES	88	122	JIM OWENS	PHILLIES	202
57	DICK HALL	PIRATES	126	123	GUS ZERNIAL	ATHLETICS	110
58	BOB GRIM	YANKEES	80	124	BOB TRICE	ATHLETICS	132
59	BILLY GLYNN	INDIANS	39	125	"RIP" REPULSKI	CARDINALS	55
60	BOB MILLER	TIGERS	9	126	TED LEPCIO	RED SOX	128
61	BILLY GARDNER	GIANTS	27	127	WARREN SPAHN	BRAVES	31
62	JOHN HETKI	PIRATES	NONE	128	TOM BREWER	RED SOX	83
63	BOB BORKOWSKI	REDLEGS	74	129	JIM GILLIAM	DODGERS	5
64	BOB TURLEY	YANKEES	38	130	ELLIS KINDER	RED SOX	115
65	JOE COLLINS	YANKEES	63	131	HERM WEHMEIER	PHILLIES	29
66	JACK HARSHMAN	WHITE SOX	104	132	WAYNE TERWILLIGER	NATIONALS	34

**DOUBLE HEADER CHECKLIST****PRICING**

25-26	J. ROBINSON-HOAK	125
31-32	POLLET-BANKS	60
45-46	KALINE-VALENTINE	60
69-70	WILLIAMS-H. SMITH	175
105-106	AARON-HERBERT	200
111-112	KILLEBREW-PODRES	80
127-128	SPAHN-BREWER	50
	COMMON	12
	SUPER COMMON/SEMI STAR	25
	UNPERFORATED	2 X
	BASE SET (66)	1,750
	ONE CENT WRAPPER	150
	ONE CENT PACK	60
	ONE CENT BOX (EMPTY)	SPEC.

**BY TEAM****ATHLETICS**

12	ARNOLD PORTOCARRERO
16	LOU LIMMER
29	VIC POWER
47	"SPOOK" JACOBS
48	JOHNNY GRAY
50	JIM FINIGAN
85	ELMER VALO
99	BILL RENNA
101	BILL WILSON
110	CHARLIE BISHOP
123	GUS ZERNIAL
124	BOB TRICE

**BRAVES**

18	CHARLIE WHITE
33	JIM PENDELTON
34	GENE CONLEY
68	JACK PARKS
95	DAVE JOLLY
105	HANK AARON
127	WARREN SPAHN

**CARDINALS**

6	GORDON JONES
37	WALLY MOON
38	JOE CUNNINGHAM
42	HARVEY HADDIX
83	JOE FRAZIER
107	ALEX GRAMMAS
125	"RIP" REPULSKI

**CUBS**

24	STAN HACK
28	JIM DAVIS
31	HOWIE POLLET
32	ERNIE BANKS
94	ELVIN TAPPE
102	BILL TREMEL
103	HANK SAUER
117	STEVE BILKO

**DODGERS**

15	"RUBE" WALKER
19	KARL SPOONER
20	JIM HUGHES
25	JACKIE ROBINSON
26	DON HOAK
53	BILLY HERMAN
54	SANDY AMOROS
98	DON ZIMMER
112	JOHNNY PODRES
118	BOB MILLIKEN
129	JIM GILLIAM

**INDIANS**

1	AL ROSEN
13	WALLY WESTLAKE
59	BILLY GLYNN
67	JIM HEGAN
77	DAVE HOSKINS
84	DON MOSSI
109	HAL NEWHOUSER

**NATIONALS**

17	DEAN STONE
44	CHUCK STOBBS
75	TOM WRIGHT
76	"BUNKY" STEWART
79	ROY SIEVERS
104	CAMILO PASCUAL
111	HARMON KILLEBREW
132	WAYNE TERWILLIGER

**GIANTS**

3	MONTE IRVIN
7	BILL TAYLOR
27	"DUSTY" RHODES
61	BILLY GARDNER
88	"WINDY" McCALL
89	RUBEN GOMEZ
96	BOBBY HOFMAN

**ORIOLES**

2	CHUCK DIERING
8	BILLY O'DELL
39	FRED MARSH
70	HAL SMITH
74	HARRY BRECHEEN
82	GUS TRIANDOS
87	BOB KENNEDY

**PHILLIES**

5	TED KAZANSKI
10	THORNTON KIPPER
81	DANNY SCHELL
91	LOU ORTIZ
108	TOM QUALTERS
122	JIM OWENS
131	HERM WEHMEIER

**PIRATES**

11	CURT ROBERTS
23	JACK SHEPARD
40	"JAKE" THIES
56	BOB SKINNER
57	DICK HALL
62	JOHN HETKI
71	GAIR ALLIE
73	JERRY LYNCH
97	PRESTON WARD
100	DICK GROAT
114	BOB PURKEY
115	DALE LONG

**RED SOX**

4	RUSS KEMMERER
22	FRANK SULLIVAN
35	KARL OLSON
43	LEO KIELY
69	TED WILLIAMS
72	GRADY HATTON
86	HAL BROWN
92	MILT BOLLING
119	MEL PARNELL
120	TOM HURD
126	TED LEPCIO
128	TOM BREWER
130	ELLIS KINDER

**REDLEGS**

30	ED BAILEY
46	"CORKY" VALENTINE
51	RAY JABLONSKI
55	CHUCK HARMON
63	BOB BORKOWSKI
80	ART FOWLER
121	TED KLUSZEWSKI

**TIGERS**

9	J.W. PORTER
14	FRANK HOUSE
45	AL KALINE
60	BOB MILLER
106	RAY HERBERT
113	RAY BOONE
116	FERRIS FAIN

**WHITE SOX**

49	RON JACKSON
52	BOB KEEGAN
66	JACK HARSHMAN
78	ED McGHEE
90	JIM RIVERA
93	CARL SAWATSKI

**YANKEES**

21	BILL SKOWRON
36	ANDY CAREY
41	ED LOPAT
58	BOB GRIM
64	BOB TURLEY
65	JOE COLLINS

## BASEBALL STAMPS (1955)

Not Distributed

ACC #: None Assigned

Issue Date: 1955

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

Base Set Size: ~24

Sheet Size: Unknown



(Source Unknown)

The 1955 *Baseball Stamps* are exactly what they sound like: gummed, full sized, perforated blank back stamp versions of the 1955 cards. All currently known examples came from Woody Gelman's personal collection; the stamps were not released to the public, nor were a similar grouping of *Rails & Sails Stamps*, a Topps set from the same time period. It is highly probable each stamp is one or two of-a-kind.

Comparison of the known stamps as arrayed on two continuous 25 card portions of an uncut card sheet show they were all taken from the same area of the sheet and detail a likely universe of subjects that totals 40, although 23 are shown in the two major guides. Another stamp not in the guides, one of Hank Aaron, has been sighted by multiple collectors and should be considered part of the known checklist.

All players in with a (U) in the regular issue schematic below are unconfirmed but every row and column in the schematic array has at least one stamp in the known checklist. While it is worth noting there is an alternate sheet configuration of the cards where slots B5 and C5 are replaced by Wally Moon and Hank Sauer (both possible but unconfirmed stamps), the fact both players occupying those positions (Jolly and Pendleton) are already known as stamps would indicate the array below represents all possible stamps.

On the sheet of cards there would have been a column (or, more properly a row but the cards are horizontally oriented and shown in that configuration for ease of reference) to the left of the stamps and five more columns to the right. The rightmost column on the sheet (11) would replicate column 5 in one configuration of the cards but none of the players from columns 6 through 10 are known as stamps.

There is no correlation between the stamps and the sixteen 1955 cards reproduced in two consecutive April editions of *Sports Illustrated* magazine as the latter required newly composed arrays for publication. It seems possible though that Woody Gelman had the stamps produced for his "Idea Book" as a by-product of the preparation for the *Sports Illustrated* project.

Filling in the missing stamps on the sheet some reveals intriguing possibilities, as the schematic below shows (Aaron is treated as confirmed):

THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

	2	3	4	5
<b>A</b>	<b>28</b> <b>BANKS</b> <b>CUBS (U)</b>	<b>37</b> <b>CUNNINGHAM</b> <b>CARDINALS</b>	<b>68</b> <b>DAVIS</b> <b>CUBS</b>	<b>105</b> <b>DIERING</b> <b>ORIOLES</b>
<b>B</b>	<b>6</b> <b>HACK</b> <b>CUBS</b>	<b>43</b> <b>HADDIX</b> <b>CARDINALS</b>	<b>56</b> <b>JABLONSKI</b> <b>REDLEGS</b>	<b>35</b> <b>JOLLY</b> <b>BRAVES</b>
<b>C</b>	<b>42</b> <b>McCALL</b> <b>GIANTS (U)</b>	<b>65</b> <b>BOONE</b> <b>TIGERS</b>	<b>85</b> <b>MOSSI</b> <b>INDIANS</b>	<b>15</b> <b>PENDLETON</b> <b>BRAVES</b>
<b>D</b>	<b>79</b> <b>SHELL</b> <b>PHILLIES (U)</b>	<b>73</b> <b>SHEPARD</b> <b>PIRATES</b>	<b>88</b> <b>SKINNER</b> <b>PIRATES</b>	<b>90</b> <b>SPOONER</b> <b>DODGERS</b>
<b>E</b>	<b>12</b> <b>THIES</b> <b>PIRATES (U)</b>	<b>52</b> <b>TREMEL</b> <b>CUBS</b>	<b>44</b> <b>VALENTINE</b> <b>REDLEGS</b>	<b>103</b> <b>WHITE</b> <b>BRAVES</b>
<b>F</b>	<b>76</b> <b>POLLET</b> <b>CUBS</b>	<b>46</b> <b>KAZANSKI</b> <b>PHILLIES</b>	<b>9</b> <b>MILLER</b> <b>TIGERS (U)</b>	<b>13</b> <b>MARSH</b> <b>ORIOLES (U)</b>
<b>G</b>	<b>74</b> <b>BORKOWSKI</b> <b>REDLEGS (U)</b>	<b>22</b> <b>SKOWRON</b> <b>YANKEES</b>	<b>102</b> <b>WESTLAKE</b> <b>INDIANS (U)</b>	<b>41</b> <b>STOBBS</b> <b>SENATORS (U)</b>
<b>H</b>	<b>71</b> <b>GOMEZ</b> <b>GIANTS</b>	<b>60</b> <b>STONE</b> <b>SENATORS (U)</b>	<b>104</b> <b>HARSHMAN</b> <b>WHITE SOX (U)</b>	<b>47</b> <b>AARON</b> <b>BRAVES (U?)</b>
<b>I</b>	<b>17</b> <b>HOFMAN</b> <b>GIANTS</b>	<b>108</b> <b>WALKER</b> <b>DODGERS</b>	<b>1</b> <b>RHODES</b> <b>GIANTS (U)</b>	<b>67</b> <b>MOON</b> <b>CARDINALS (U)</b>
<b>J</b>	<b>21</b> <b>GRAMMAS</b> <b>CARDINALS</b>	<b>87</b> <b>HOUSE</b> <b>TIGERS (U)</b>	<b>45</b> <b>SAUER</b> <b>CUBS (U)</b>	<b>2</b> <b>WILLIAMS</b> <b>RED SOX (U)</b>

If a Ted Williams stamp does indeed exist, as suggested, it would be the highest valued stamp in the set (and potentially one of the most valuable Topps pieces of all time), followed by the Aaron then Banks.

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Beckett Almanac of Baseball Cards & Collectibles*, <http://net54baseball.com/>, <http://www.baseball-reference.com/>, *Baseball Cards* magazine, Bob Lemke, Author's Research)

## BASEBALL STAMPS (1955) CHECKLIST

	NAME	TEAM	REGULAR SET	DOUBLE HDR.				REGULAR SET	DOUBLE HDR.		
	NN	"CORKY" VALENTINE	REDLEGS	44	46		NN	HARVEY HADDIX	CARDINALS	43	42
	NN	"RUBE" WALKER	DODGERS	108	15		NN	HOWIE POLLET	CUBS	76	31
	NN	ALEX GRAMMAS	CARDINALS	21	107		NN	JACK SHEPARD	PIRATES	73	23
	NN	BILL SKOWRON	YANKEES	22	21		NN	JIM DAVIS	CUBS	68	28
	NN	BILL TREMEL	CUBS	52	102		NN	JIM PENDELTON	BRAVES	15	33
	NN	BOB SKINNER	PIRATES	88	56		NN	JOE CUNNINGHAM	CARDINALS	37	38
	NN	BOBBY HOFMAN	GIANTS	17	96		NN	KARL SPOONER	DODGERS	90	19
	NN	CHARLIE WHITE	BRAVES	103	18		NN	RAY BOONE	TIGERS	65	113
	NN	CHUCK DIERING	ORIOLES	105	2		NN	RAY JABLONSKI	REDLEGS	56	51
	NN	DAVE JOLLY	BRAVES	35	95		NN	RUBEN GOMEZ	GIANTS	71	89
	NN	DON MOSSI	INDIANS	85	84		NN	STAN HACK	CUBS	6	24
	NN	HANK AARON (PROBABLE)	BRAVES	47	105		NN	TED KAZANSKI	PHILLIES	46	5

PRICING IS SPECULATIVE ON ALL EXAMPLES-EX COMMON STAMPS WOULD COMMAND UPWARDS OF \$600, POSSIBLY MUCH MORE.

## BASEBALL (1956)

Issued As: Baseball

ACC #: R414-11

Issue Date: 1956

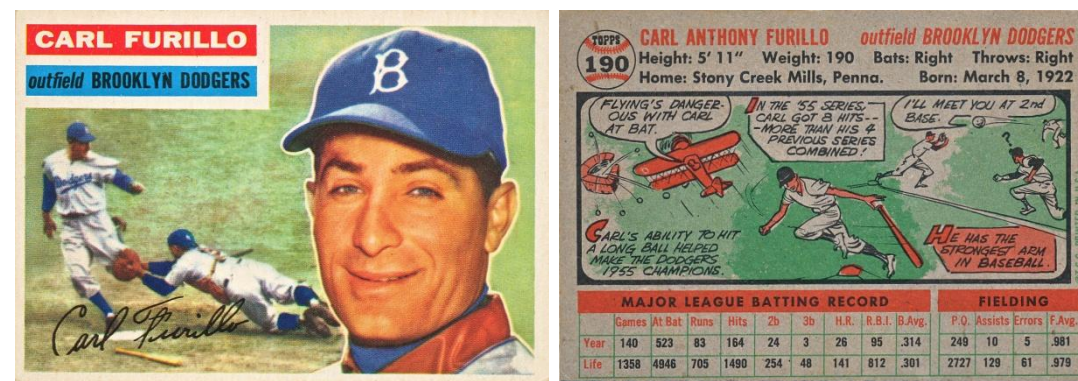
Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

Packaging: 1 cent, 5 cent, 10 cent clear cellophane, "6 pack" of six 5 cent packs

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 340 (plus 2 unnumbered checklists) Number of Series: 4

Sheet Size: 110/220



1956 was the first year Topps had the national baseball card market all to itself after the purchase of Bowman from Haelan Laboratories in February. Starting with a 100 card first series, Topps followed with three successive 80 card runs that resulted in their biggest baseball set since 1952. Based upon the lead time required for the production of the cards, the first two series appear to have been planned as if Bowman was still going to be a competitor.

Once again featuring a horizontal layout, the 1956 cards resemble less colorful versions of the 1955 offering, with a large portrait and background action shot dominating. A number of the poses replicated 1955's (which in turn repeated some from 1954). The reverse was dominated by a large center panel with three captioned cartoons. Other than the vitals and statistics, there was no standalone text on the backs.

Along with two almost inexplicable cards showing the American and National League Presidents, the first time subjects who did not play or coach appeared in a regular issue Topps set, team cards were introduced in 1956. Team cards from the first series can be found three different ways, so at least three press runs were made. The six teams in this series (Cubs, Phillies, Indians, Redlegs, Braves and Orioles) can be found with the team name plate on the front aligned to the left, where a version that added 1955 after the team name presumably came first. Topps thought better of this in the second print run and left the date off before centering the name for the next run and that is how the rest of the team cards left the presses in each successive series.

1956 would be the last year Topps produced Giant Size baseball cards; they would convert to the now ubiquitous "standard sized" cards for 1957. Topps altered their pack design in 1956 and the graphics depict players in action (a pitcher on the five cent pack, a batter and pitcher on the penny pack) and eschew the "circular baseball" motif of the last four years.

Two unnumbered Check Lists were included with this set; the first describes Series 1 and 3, the second addressed Series 2 and 4. Both of these indicate there are 340 cards in the set and the latter also highlights the 16 team cards (identified in red ink on each check list, not black like the other cards). There



is some thought these were only issued with the final series of the year and only after the purchase of Bowman made it possible for Topps to be certain of both the set count and all participants. As the years pass the checklists, while obviously harder to find in unmarked shape, are proving to be more prevalent than once thought.

#### **Series 1 (#1-100)**

First series cards can be found with white or gray backs. What is interesting is that the team cards, which come in three frontal varieties in this series, can be found five different ways if the backs are factored. The six team cards featuring left-aligned and dated name plates can only be found with white backs while the left-aligned dateless version come in both the white and gray back varieties, as do the centered ones. This points to between three and five print runs for the first series. The left aligned, undated teams seems to be more available and cheaper by about 50% than their counterparts; this is one of the few pricing differentials seen among the variations in the first series. The white backs overall are slightly more prevalent in this series, very likely due to the extra run of them but there seems to be very little correlation between the type of back and the price of an individual card.

#### **Series 2 (#101-180)**

Series two consists of eighty cards and features the return of Mickey Mantle to the Topps fold in his first appearance since 1953. Once again there are white and gray backed versions available, with the white backs quite a bit more difficult in this series; pricing does not reflect this though. Whether or not the two different backs are indicative of two press runs, the relative scarcity of the white backs makes it just as plausible the stock was interchangeable during the run.

The team card name plates are centered in this and all subsequent series, so whatever benefit Topps thought to achieve by dating the first series team cards seems to have ended by the time the second series was printed. This indicates Topps could have felt the use of 1955 on the team cards would eliminate any legal issues with Bowman over players appearing on the team cards but not under contract. Based upon past litigation this seems like dubious legal ploy but the purchase of Bowman clearly made this a moot point.

#### **Series 3 (#181-260)**

The third series is generally considered to be the start of the high numbers in 1956, indicating a relatively lesser print run but there is little to no pricing evidence supporting this. From #181 on there are only gray backed cards. This is also the final series to have team cards for 1956, which may have been the result of Topps' long range planning for this set prior to the Bowman purchase as a fourth series could have been in doubt prior to the acquisition of their biggest competitor.

#### **Series 4 (#261-340)**

As was often the case with Topps, the final series of the year featured very few stars of the day. This curious phenomenon would not seem to be a great strategy for selling out the last series. Two cards in the series, #288 Bob Cerv and #299 Charley Neal are thought by some hobby veterans to be short prints. The rationale behind this comes from the famous collector and dealer, the late Larry Fritsch, who felt these two cards were pulled and replaced by the Check Lists in one of the print runs. The pricing on Cerv seems to support the theory it is a short print but the Neal card pricing does not. Other unnumbered cards of the era, based upon evidence found on miscuts, were printed separately and "pushed" into the packs at the plant so it is not clear what happened in 1956 with the insertion of the check lists.

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Beckett Almanac of Baseball Cards & Collectibles*, Author's Research)

**BASEBALL (1956) CHECKLIST**

NUMBER	NAME	TEAM	GRAY BACK	WHITE BACK
1	WILLIAM HARRIDGE	AMERICAN LEAGUE		
2	WARREN GILES	NATIONAL LEAGUE		
3	ELMER VALO	ATHLETICS		
4	CARLOS PAULA	NATIONALS		
5	TED WILLIAMS	RED SOX		
6	RAY BOONE	TIGERS		
7	RON NEGRAY	PHILLIES		
8	WALTER ALSTON	DODGERS		
9	RUBEN GOMEZ	GIANTS		
10	WARREN SPAHN	BRAVES		
11	CHICAGO CUBS	CUBS		
12	ANDY CAREY	YANKEES		
13	ROY FACE	PIRATES		
14	KEN BOYER	CARDINALS		
15	ERNIE BANKS	CUBS		
16	HECTOR LOPEZ	ATHLETICS		
17	GENE CONLEY	BRAVES		
18	DICK DONOVAN	WHITE SOX		
19	CHUCK DIERING	ORIOLES		
20	AL KALINE	TIGERS		
21	JOE COLLINS	YANKEES		
22	JIM FINIGAN	ATHLETICS		
23	FREDDIE MARSH	ORIOLES		
24	DICK GROAT	PIRATES		
25	TED KLUSZEWSKI	REDLEGS		
26	GRADY HATTON	RED SOX		
27	NELSON BURBRINK	CARDINALS		
28	BOBBY HOFMAN	GIANTS		
29	JACK HARSHMAN	WHITE SOX		
30	JACKIE ROBINSON	DODGERS		
31	HANK AARON	BRAVES		
32	FRANK HOUSE	TIGERS		
33	ROBERTO CLEMENTE	PIRATES		
34	TOM BREWER	RED SOX		
35	AL ROSEN	INDIANS		
36	RUDY MINARCIN	REDLEGS		
37	ALEX GRAMMAS	CARDINALS		
38	BOB KENNEDY	WHITE SOX		
39	DON MOSSI	INDIANS		
40	BOB TURLEY	YANKEES		
41	HANK SAUER	CUBS		
42	SANDY AMOROS	DODGERS		
43	RAY MOORE	ORIOLES		
44	"WINDY" McCALL	GIANTS		
45	GUS ZERNIAL	ATHLETICS		
46	GENE FREESE	PIRATES		
47	ART FOWLER	REDLEGS		
48	JIM HEGAN	INDIANS		
49	PEDRO RAMOS	NATIONALS		
50	"DUSTY" RHODES	GIANTS		
51	ERNIE ORAVETZ	NATIONALS		
52	BOB GRIM	YANKEES		
53	ARNOLD PORTOCARRERO	ATHLETICS		
54	BOB KEEGAN	WHITE SOX		
55	WALLY MOON	CARDINALS		
56	DALE LONG	PIRATES		
57	"DUKE" MAAS	TIGERS		
58	ED ROEBUCK	DODGERS		
59	JOSE SANTIAGO	INDIANS		
60	MAYO SMITH	PHILLIES		
61	BILL SKOWRON	YANKEES		
62	HAL SMITH	ORIOLES		
63	ROGER CRAIG	DODGERS		
64	LUIS ARROYO	CARDINALS		
65	JOHNNY O'BRIEN	PIRATES		
66	BOB SPEAKE	CUBS		
67	VIC POWER	ATHLETICS		
68	CHUCK STOBBS	NATIONALS		
69	CHUCK TANNER	BRAVES		
70	JIM RIVERA	WHITE SOX		

SEE BELOW

**BASEBALL (1956) CHECKLIST**

NUMBER	NAME	TEAM	GRAY BACK	WHITE BACK	
71	FRANK SULLIVAN	RED SOX			
72	PHILADELPHIA PHILLIES	PHILLIES			SEE BELOW
73	WAYNE TERWILLIGER	GIANTS			
74	JIM KING	CUBS			
75	ROY SIEVERS	NATIONALS			
76	RAY CRONE	BRAVES			
77	HARVEY HADDIX	CARDINALS			
78	HERMAN WEHMEIER	PHILLIES			
79	SANDY KOUFAX	DODGERS			
80	GUS TRIANDOS	ORIOLES			
81	WALLY WESTLAKE	PHILLIES			
82	BILL RENNA	ATHLETICS			
83	KARL SPOONER	DODGERS			
84	"BABE" BIRER	TIGERS			
85	CLEVELAND INDIANS	INDIANS			SEE BELOW
86	RAY JABLONSKI	REDLEGS			
87	DEAN STONE	NATIONALS			
88	JOHNNY KUCKS	YANKEES			
89	NORM ZAUCHIN	RED SOX			
90	CINCINNATI REDLEGS	REDLEGS			SEE BELOW
91	GAIL HARRIS	GIANTS			
92	"RED" WILSON	TIGERS			
93	GEORGE SUSCE, JR.	RED SOX			
94	RONNIE KLINE	PIRATES			
95	MILWAUKEE BRAVES	BRAVES			SEE BELOW
96	BILL TREMEL	CUBS			
97	JERRY LYNCH	PIRATES			
98	CAMILO PASCUAL	NATIONALS			
99	DON ZIMMER	DODGERS			
100	BALTIMORE ORIOLES	ORIOLES			SEE BELOW
101	ROY CAMPANELLA	DODGERS			
102	JIM DAVIS	CUBS			
103	WILLIE MIRANDA	ORIOLES			
104	BOB LENNON	GIANTS			
105	AL SMITH	INDIANS			
106	JOE ASTROTH	ATHLETICS			
107	ED MATHEWS	BRAVES			
108	LAURIN PEPPER	PIRATES			
109	ENOS SLAUGHTER	ATHLETICS			
110	YOGI BERRA	YANKEES			
111	BOSTON RED SOX	RED SOX			
112	DEE FONDY	CUBS			
113	PHIL RIZZUTO	YANKEES			
114	JIM OWENS	PHILLIES			
115	JACKIE JENSEN	RED SOX			
116	EDDIE O'BRIEN	PIRATES			
117	VIRGIL TRUCKS	TIGERS			
118	"NELLIE" FOX	WHITE SOX			
119	LARRY JACKSON	CARDINALS			
120	RICHE ASHBURN	PHILLIES			
121	PITTSBURGH PIRATES	PIRATES			
122	WILLARD NIXON	RED SOX			
123	ROY McMILLAN	REDLEGS			
124	DON KAISER	CUBS			
125	"MINNIE" MINOSO	WHITE SOX			
126	JIM BRADY	TIGERS			
127	WILLIE JONES	PHILLIES			
128	EDDIE YOST	NATIONALS			
129	"JAKE" MARTIN	PIRATES			
130	WILLIE MAYS	GIANTS			
131	BOB ROSELLI	BRAVES			
132	BOBBY AVILA	INDIANS			
133	RAY NARLESKI	INDIANS			
134	ST. LOUIS CARDINALS	CARDINALS			
135	MICKEY MANTLE	YANKEES			
136	JOHNNY LOGAN	BRAVES			
137	AL SILVERA	REDLEGS			
138	JOHNNY ANTONELLI	GIANTS			
139	TOMMY CARROLL	YANKEES			
140	HERB SCORE	INDIANS			

**BASEBALL (1956) CHECKLIST**

NUMBER	NAME	TEAM	GRAY BACK	WHITE BACK
141	JOE FRAZIER	CARDINALS		
142	GENE BAKER	CUBS		
143	JIM PIERALL	RED SOX		
144	LEROY POWELL	WHITE SOX		
145	GIL HODGES	DODGERS		
146	WASHINGTON NATIONALS	NATIONALS		
147	EARL TORGESON	TIGERS		
148	ALVIN DARK	GIANTS		
149	"DIXIE" HOWELL	WHITE SOX		
150	"DUKE" SNIDER	DODGERS		
151	"SPOOK" JACOBS	ATHLETICS		
152	BILLY HOEFT	TIGERS		
153	FRANK THOMAS	PIRATES		
154	DAVE POPE	ORIOLES		
155	HARVEY KUENN	TIGERS		
156	WES WESTRUM	GIANTS		
157	DICK BRODOWSKI	NATIONALS		
158	WALLY POST	REDLEGS		
159	CLINT COURTNEY	NATIONALS		
160	BILLY PIERCE	WHITE SOX		
161	JOE DE MAESTRI	ATHLETICS		
162	"GUS" BELL	REDLEGS		
163	GENE WOODLING	INDIANS		
164	HARMON KILLEBREW	NATIONALS		
165	"RED" SCHOENDIENST	CARDINALS		
166	BROOKLYN DODGERS	DODGERS		
167	HARRY DORISH	ORIOLES		
168	SAMMY WHITE	RED SOX		
169	BOB NELSON	ORIOLES		
170	BILL VIRDON	CARDINALS		
171	JIM WILSON	ORIOLES		
172	FRANK TORRE	BRAVES		
173	JOHNNY PODRES	DODGERS		
174	GLEN GORBOUS	PHILLIES		
175	DEL CRANDALL	BRAVES		
176	ALEX KELLNER	ATHLETICS		
177	HANK BAUER	YANKEES		
178	JOE BLACK	REDLEGS		
179	HARRY CHITI	CUBS		
180	ROBIN ROBERTS	PHILLIES		
181	BILLY MARTIN	YANKEES		
182	PAUL MINNER	CUBS		
183	STAN LOPATA	PHILLIES		
184	DON BESSENT	DODGERS		
185	BILL BRUTON	BRAVES		
186	RON JACKSON	WHITE SOX		
187	EARLY WYNN	INDIANS		
188	CHICAGO WHITE SOX	WHITE SOX		
189	NED GARVER	TIGERS		
190	CARL FURILLO	DODGERS		
191	FRANK LARY	TIGERS		
192	"SMOKY" BURGESS	REDLEGS		
193	WILMER MIZELL	CARDINALS		
194	MONTIE IRVIN	CUBS		
195	GEORGE KELL	WHITE SOX		
196	TOM POHOLSKY	CARDINALS		
197	GRANNY HAMNER	PHILLIES		
198	ED FITZGERALD	NATIONALS		
199	HANK THOMPSON	GIANTS		
200	BOB FELLER	INDIANS		
201	"RIP" REPULSKI	CARDINALS		
202	JIM HEARN	GIANTS		
203	BILL TUTTLE	TIGERS		
204	ART SWANSON	PIRATES		
205	"WHITEY" LOCKMAN	GIANTS		
206	ERV PALICA	ORIOLES		
207	JIM SMALL	TIGERS		
208	ELSTON HOWARD	YANKEES		
209	MAX SURKONT	PIRATES		
210	MIKE GARCIA	INDIANS		

**BASEBALL (1956) CHECKLIST**

	211	MURRY DICKSON	PHILLIES
	212	JOHNNY TEMPLE	REDLEGS
	213	DETROIT TIGERS	TIGERS
	214	BOB RUSH	CUBS
	215	TOMMY BYRNE	YANKEES
	216	JERRY SCHOONMAKER	NATIONALS
	217	BILLY KLAUS	RED SOX
	218	JOE NUXALL	REDLEGS
	219	LEW BURDETTE	BRAVES
	220	DEL ENNIS	PHILLIES
	221	BOB FRIEND	PIRATES
	222	DAVE PHILLEY	ORIOLES
	223	RANDY JACKSON	DODGERS
	224	"BUD" PODBIELAN	REDLEGS
	225	GIL McDOUGALD	YANKEES
	226	NEW YORK GIANTS	GIANTS
	227	RUSS MEYER	CUBS
	228	"MICKEY" VERNON	RED SOX
	229	HARRY BRECHEEN	ORIOLES
	230	"CHICO" CARRASQUEL	INDIANS
	231	BOB HALE	ORIOLES
	232	"TOBY" ATWELL	PIRATES
	233	CARL ERSKINE	DODGERS
	234	"PETE" RUNNELS	NATIONALS
	235	DON NEWCOMBE	DODGERS
	236	KANSAS CITY ATHLETICS	ATHLETICS
	237	JOSE VALDIVIELSO	NATIONALS
	238	WALT DROPO	WHITE SOX
	239	HARRY SIMPSON	ATHLETICS
	240	"WHITEY" FORD	YANKEES
	241	DON MUELLER	GIANTS
	242	HERSHELL FREEMAN	REDLEGS
	243	SHERM LOLLAR	WHITE SOX
	244	BOB BUHL	BRAVES
	245	BILLY GOODMAN	RED SOX
	246	TOM GORMAN	ATHLETICS
	247	BILL SARNI	CARDINALS
	248	BOB PORTERFIELD	RED SOX
	249	JOHNNY KLIPPSTEIN	REDLEGS
	250	LARY DOBY	INDIANS
	251	NEW YORK YANKEES	YANKEES
	252	VERNON LAW	PIRATES
	253	IRV NOREN	YANKEES
	254	GEORGE CROWE	BRAVES
	255	BOB LEMON	INDIANS
	256	TOM HURD	RED SOX
	257	BOBBY THOMSON	BRAVES
	258	ART DITMAR	ATHLETICS
	259	SAM JONES	CUBS
	260	"PEE WEE" REESE	DODGERS
	261	BOBBY SHANTZ	ATHLETICS
	262	HOWIE POLLET	WHITE SOX
	263	BOB MILLER	TIGERS
	264	RAY MONZANT	GIANTS
	265	SANDY CONSUEGRA	WHITE SOX
	266	DON FERRARESE	ORIOLES
	267	BOB NIEMAN	WHITE SOX
	268	DALE MITCHELL	INDIANS
	269	JACK MOYER	PHILLIES
	270	BILLY LOES	DODGERS
	271	FOSTER CASTLEMAN	GIANTS
	272	DANNY O'CONNELL	BRAVES
	273	WALKER COOPER	CARDINALS
	274	FRANK BAUMHOLTZ	PHILLIES
	275	JIM GREENGRASS	PHILLIES
	276	GEORGE ZUVERINK	ORIOLES
	277	DARYL SPENCER	GIANTS
	278	CHET NICHOLS	BRAVES
	279	JOHNNY GROTH	ATHLETICS
	280	JIM GILLIAM	DODGERS
	281	ART HOUTTEMAN	INDIANS
	282	WARREN HACKER	CUBS
	283	HAL SMITH	CARDINALS
	284	IKE DELOCK	RED SOX
	285	EDDIE MIKSIS	CUBS
	286	BILL WIGHT	ORIOLES
	287	BOBBY ADAMS	ORIOLES
	288	BOB CERV	YANKEES
	289	HAL JEFFCOAT	REDLEGS
	290	CURT SIMMONS	PHILLIES
	291	FRANK KELLERT	CUBS
	292	LUIS APARICIO	WHITE SOX
	293	STU MILLER	CARDINALS
	294	ERNIE JOHNSON	BRAVES
	295	CLEM LABINE	DODGERS
	296	ANDY SEMINICK	PHILLIES
	297	BOB SKINNER	PIRATES
	298	JOHNNY SCHMITZ	RED SOX
	299	CHARLEY NEAL	DODGERS
	300	VIC WERTZ	INDIANS
	301	MARV GRISSOM	GIANTS
	302	EDDIE ROBINSON	YANKEES
	303	JIM DYCK	ORIOLES
	304	FRANK MALZONE	RED SOX
	305	BROOKS LAWRENCE	REDLEGS
	306	CURT ROBERTS	PIRATES
	307	HOYT WILHELM	GIANTS
	308	"CHUCK" HARMON	REDLEGS
	309	DON BLASINGAME	CARDINALS
	310	STEVE GROMEK	TIGERS
	311	HAL NARAGON	INDIANS
	312	ANDY PAFKO	BRAVES
	313	GENE STEPHENS	RED SOX
	314	HOBIE LANDRITH	CUBS
	315	MILT BOLLING	RED SOX
	316	JERRY COLEMAN	YANKEES
	317	AL ABER	TIGERS
	318	FRED HATFIELD	TIGERS
	319	JACK CRIMIAN	ATHLETICS
	320	JOE ADCOCK	BRAVES
	321	JIM KONSTANTY	YANKEES
	322	KARL OLSON	NATIONALS
	323	WILLARD SCHMIDT	CARDINALS
	324	"ROCKY" BRIDGES	REDLEGS
	325	DON LIDDLE	GIANTS
	326	CONNIE JOHNSON	WHITE SOX
	327	BOB WIESLER	NATIONALS
	328	PRESTON WARD	PIRATES
	329	LOU BERBERET	NATIONALS
	330	JIM BUSBY	INDIANS
	331	DICK HALL	PIRATES
	332	DON LARSEN	YANKEES
	333	RUBE WALKER	DODGERS
	334	BOB MILLER	PHILLIES
	335	DON HOAK	CUBS
	336	ELLIS KINDER	CARDINALS
	337	BOBBY MORGAN	PHILLIES
	338	JIM DELSING	TIGERS
	339	RANCE PIERCE	ATHLETICS
	340	MICKEY McDERMOTT	YANKEES
	NN	CHECKLIST 1/3	NA
	NN	CHECKLIST 2/4	NA

**BASEBALL (1956) CHECKLIST****CARDS WITH MULTIPLE VARIATIONS**

11	CHICAGO CUBS	TEAM CARD	DATED - WHITE BACK - LEFT ALIGNED
11	CHICAGO CUBS	TEAM CARD	LEFT ALIGNED GRAY BACK
11	CHICAGO CUBS	TEAM CARD	LEFT ALIGNED WHITE BACK
11	CHICAGO CUBS	TEAM CARD	CENTERED GRAY BACK
11	CHICAGO CUBS	TEAM CARD	CENTERED WHITE BACK
72	PHILADELPHIA PHILLIES	TEAM CARD	DATED - WHITE BACK - LEFT ALIGNED
72	PHILADELPHIA PHILLIES	TEAM CARD	LEFT ALIGNED GRAY BACK
72	PHILADELPHIA PHILLIES	TEAM CARD	LEFT ALIGNED WHITE BACK
72	PHILADELPHIA PHILLIES	TEAM CARD	CENTERED GRAY BACK
72	PHILADELPHIA PHILLIES	TEAM CARD	CENTERED WHITE BACK
85	CLEVELAND INDIANS	TEAM CARD	DATED - WHITE BACK - LEFT ALIGNED
85	CLEVELAND INDIANS	TEAM CARD	LEFT ALIGNED GRAY BACK
85	CLEVELAND INDIANS	TEAM CARD	LEFT ALIGNED WHITE BACK
85	CLEVELAND INDIANS	TEAM CARD	CENTERED GRAY BACK
85	CLEVELAND INDIANS	TEAM CARD	CENTERED WHITE BACK
90	CINCINNATI REDLEGS	TEAM CARD	DATED - WHITE BACK - LEFT ALIGNED
90	CINCINNATI REDLEGS	TEAM CARD	LEFT ALIGNED GRAY BACK
90	CINCINNATI REDLEGS	TEAM CARD	LEFT ALIGNED WHITE BACK
90	CINCINNATI REDLEGS	TEAM CARD	CENTERED GRAY BACK
90	CINCINNATI REDLEGS	TEAM CARD	CENTERED WHITE BACK
95	MILWAUKEE BRAVES	TEAM CARD	DATED - WHITE BACK - LEFT ALIGNED
95	MILWAUKEE BRAVES	TEAM CARD	LEFT ALIGNED GRAY BACK
95	MILWAUKEE BRAVES	TEAM CARD	LEFT ALIGNED WHITE BACK
95	MILWAUKEE BRAVES	TEAM CARD	CENTERED GRAY BACK
95	MILWAUKEE BRAVES	TEAM CARD	CENTERED WHITE BACK
100	BALTIMORE ORIOLES	TEAM CARD	DATED - WHITE BACK - LEFT ALIGNED
100	BALTIMORE ORIOLES	TEAM CARD	LEFT ALIGNED GRAY BACK
100	BALTIMORE ORIOLES	TEAM CARD	LEFT ALIGNED WHITE BACK
100	BALTIMORE ORIOLES	TEAM CARD	CENTERED GRAY BACK
100	BALTIMORE ORIOLES	TEAM CARD	CENTERED WHITE BACK

**PRICING**

1	WILLIAM HARRIDGE	25	NM VALUE 600
5	TED WILLIAMS	150	
10	WARREN SPAHN	30	
15	ERNIE BANKS	40	
30	JACKIE ROBINSON	100	
31	HANK AARON	80	
33	ROBERTO CLEMENTE	125	
79	SANDY KOUFAX	100	
101	ROY CAMPANELLA	35	
107	ED MATHEWS	30	
110	YOGI BERRA	65	
113	PHIL RIZZUTO	35	
130	WILLIE MAYS	100	
135	MICKEY MANTLE	500	
150	"DUKE" SNIDER	40	
164	HARMON KILLEBREW	40	
166	BROOKLYN DODGERS	50	
200	BOB FELLER	40	
240	"WHITEY" FORD	45	
251	NEW YORK YANKEES	75	
260	"PEE WEE" REESE	40	
292	LUIS APARICIO	35	
NN	CHECKLIST 1/3	50	
NN	CHECKLIST 2/4	40	
	COMMON (1-180)	5	
	SUPER COMMON (181-340)	7	
	SEMI STAR (1-180)	10	
	COMMON (181-340)	15	
	SUPER COMMON (181-340)	15	
	SEMI STAR (181-340)	20	
	BASE SET (340)	2,800	
	ONE CENT WRAPPER *	125	Unpriced version believed to exist
	FIVE CENT WRAPPER	225	
	ONE CENT PACK *	600	Unpriced version believed to exist
	FIVE CENT PACK	1,200	
	TEN CENT PACK (TCG)	SPEC.	
	ONE CENT BOX (EMPTY)	SPEC.	
	FIVE CENT BOX (EMPTY)	SPEC.	

## BASEBALL BUTTONS(1956)

**a.k.a.:** Baseball Pins

**ACC #:** PR3-2

**Issue Date:** 1956

**Diameter:** 1 1/8", 28.5 mm

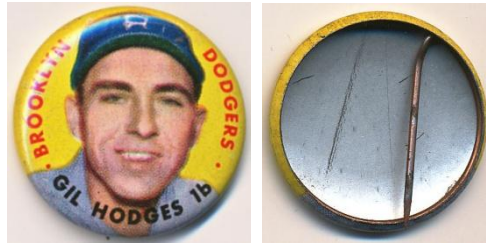
**Packaging:** 5 cent envelope

**Manufacturer:** Topps Chewing Gum, Inc.

**Base Set Size:** 60

**Number of Series:** 1

**Sheet Size:** Unknown (poss. 60)



Known today simply as *Baseball Pins*, the sixty metal pinbacks issued by Topps in 1956 were sold as *Baseball Buttons* according to the box advertising. The box bottom also advertises a total of 90 pins in the set but the last thirty were never issued, probably due to the Bowman purchase either squeezing the Topps cash flow or, more likely, eliminating the need for a product to siphon away nickels from Bowman's customer base. The pins were issued with candy coated gum, which was probably the last of a *Chiclets* style gum that Topps was about to discontinue. The box and wrapper, which is really an envelope, prominently feature Ted Williams. Paper proofs of the buttons are known but quite rare.

Forty nine of the sixty pins are taken from players appearing in the first series of Topps baseball cards in 1956, while the remaining eleven all correspond to second series subjects. There are three pins that are quite scarce when compared to the other fifty-seven: Chuck Diering, Hector Lopez and Chuck Stobbs. All three appear on the bottom row of a sixty subject proof sheet and it is assumed they were damaged during the production process, with a number of them discarded due to quality control issues.

All of the pins feature portraits, some taken from the regular 1956 issue and some that are close but not exact. Unopened packs and wrappers are not frequently encountered and should be considered scarce. The pins are generally plentiful and many have survived in excellent shape, pointing to a possible hoard being found at some point, although none has ever been identified.

(Sources: *The Standard Catalog of Vintage Baseball Cards*, *Beckett Almanac of Baseball Cards & Collectibles*, Author's Research)



**BASEBALL BUTTONS(1956) CHECKLIST**

NAME	TEAM	REG. NUMBER	
AL KALINE	TIGERS	20	
AL ROSEN	INDIANS	35	
AL SMITH	INDIANS	105	
ART FOWLER	REDLEGS	47	
BILL SKOWRON	YANKEES	61	
BILL TREMEL	CUBS	96	
BOB KENNEDY	WHITE SOX	38	
BOB TURLEY	YANKEES	40	
BOBBY HOFMAN	GIANTS	28	
CARLOS PAULA	NATIONALS	4	
CHUCK DIERING	ORIOLES	19	
CHUCK STOBBS	NATIONALS	68	
DALE LONG	PIRATES	56	
DICK DONOVAN	WHITE SOX	18	
DICK GROAT	PIRATES	24	
DON MOSSI	INDIANS	39	
DUKE SNIDER	DODGERS	150	
ED MATHEWS	BRAVES	107	
ERNIE BANKS	CUBS	15	
FRANK HOUSE	TIGERS	32	
FRANK SULLIVAN	RED SOX	71	
GENE CONLEY	BRAVES	17	
GIL HODGES	DODGERS	145	
GRADY HATTON	RED SOX	26	
GUS TRIANDOS	ORIOLES	80	
GUS ZERNIAL	ATHLETICS	45	
HAL SMITH	ORIOLES	62	
HANK AARON	BRAVES	31	
HANK SAUER	CUBS	41	
HARVEY HADDIX	CARDINALS	77	
HECTOR LOPEZ	ATHLETICS	16	
HERMAN WEHMEIER	PHILLIES	78	
JACK HARSHMAN	WHITE SOX	29	
JACKIE JENSEN	RED SOX	115	
JACKIE ROBINSON	DODGERS	30	
JIM FINIGAN	ATHLETICS	22	
JIM HEGAN	INDIANS	48	
JIM RIVERA	WHITE SOX	70	
JOE BLACK	REDLEGS	178	
JOE COLLINS	YANKEES	21	
JOHNNY O'BRIEN	PIRATES	65	
KARL SPOONER	DODGERS	83	
KEN BOYER	CARDINALS	14	
LUIS ARROYO	CARDINALS	64	
MAYO SMITH	PHILLIES	60	
PHIL RIZZUTO	YANKEES	113	
RAY BOONE	TIGERS	6	
RON NEGRAY	PHILLIES	7	
ROY McMILLAN	REDLEGS	123	
ROY SIEVERS	NATIONALS	75	
RUBEN GOMEZ	GIANTS	9	
SANDY AMOROS	DODGERS	42	
TED KLUSZEWSKI	REDLEGS	25	
TED WILLIAMS	RED SOX	5	
VIC POWER	ATHLETICS	67	
WALLY MOON	CARDINALS	55	
WARREN SPAHN	BRAVES	10	
WILLIE MAYS	GIANTS	130	
WILLIE MIRANDA	ORIOLES	103	
YOGI BERRA	YANKEES	110	

## ATHLETICS

GUS ZERNIAL
HECTOR LOPEZ
JIM FINIGAN
VIC POWER

## BRAVES

ED MATHEWS
GENE CONLEY
HANK AARON
WARREN SPAHN

## CARDINALS

HARVEY HADDIX
KEN BOYER
LUIS ARROYO
WALLY MOON

## CUBS

BILL TREMEL
ERNIE BANKS
HANK SAUER

## DODGERS

DUKE SNIDER
GIL HODGES
JACKIE ROBINSON
KARL SPOONER
SANDY AMOROS

## GIANTS

BOBBY HOFMAN
RUBEN GOMEZ
WILLIE MAYS

## INDIANS

AL ROSEN
AL SMITH
DON MOSSI
JIM HEGAN

## NATIONALS

CARLOS PAULA
CHUCK STOBBS
ROY SIEVERS

## ORIOLES

CARLOS PAULA
CHUCK STOBBS
ROY SIEVERS

## PHILLIES

HERMAN WEHMEIER
MAYO SMITH
RON NEGRAY

## PIRATES

DALE LONG
DICK GROAT
JOHNNY O'BRIEN

## RED SOX

FRANK SULLIVAN
GRADY HATTON
JACKIE JENSEN
TED WILLIAMS

## REDLEGS

ART FOWLER
JOE BLACK
ROY McMILLAN
TED KLUSZEWSKI

## TIGERS

AL KALINE
FRANK HOUSE
RAY BOONE

## WHITE SOX

BOB KENNEDY
DICK DONOVAN
JACK HARSHMAN
JIM RIVERA

## YANKEES

BILL SKOWRON
BOB TURLEY
JOE COLLINS
PHIL RIZZUTO
YOGI BERRA

## PRICING

AL KALINE	60
CHUCK DIERING	165
CHUCK STOBBS	165
DUKE SNIDER	75
ED MATHEWS	50
ERNIE BANKS	60
GIL HODGES	50
HANK AARON	100
HECTOR LOPEZ	200
JACKIE ROBINSON	100
PHIL RIZZUTO	175
TED WILLIAMS	200
WARREN SPAHN	65
WILLIE MAYS	80
YOGI BERRA	75
COMMON	15
SUPER COMMON	25
SEMI STAR	35
BASE SET (60)	2,000
WRAPPER	SPEC.
PACK	SPEC.
BOX (EMPTY)	SPEC.

## BRING 'EM BACK ALIVE

Issued As: Frank Buck's Bring 'Em Back Alive Jungle Card Gum, Jungle Gum

ACC #: R714-2

Issue Date: 1950

Size: 2 1/16" x 2 5/8", 52 x 67 mm

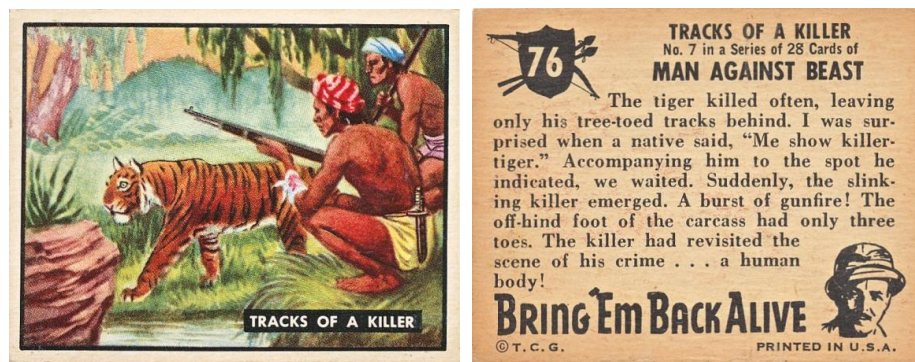
Packaging: 1 cent, 5 cent, 10 cent TCG cellophane (with two card panels)

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 100

Number of Series: 1

Sheet Size: Unknown



Topps began a long term commitment to character licensing in 1950, starting with *Hopalong Cassidy* and which brought about a larger card size. They then struck a deal with the estate of Frank Buck to release a set of 100 cards called *Bring 'Em Back Alive*, featuring sensational and in some cases almost risqué artwork celebrating the tales of the legendary adventurer. An inconspicuous title plate also adorns the front and it is clear the action takes place in Africa. *Bring 'Em Back Alive (BEBA)* was a modern take on a 1938 Gumakers of America set featuring Buck's exploits and assuredly Topps had high expectations for it but the cards appear to have only sold modestly.

The card backs are a variation of the theme started with *Hopalong Cassidy*, with a stylized subset specific graphic in the upper left corner, the card title and subset detail underneath that, followed by the text and a "Bring 'Em Back Alive" caption with a drawing of Buck at the bottom. The titles are often quite lurid ("Lost Among The Head Hunters", "Cannibal Torture" and "Swallowed Alive" are but three examples) *BEBA* comes with either gray or tan backs (although a few white ones are out there-it's unclear if they faded to tan) and while there is some thought within the hobby that the panels were issued only with gray stock, that does not seem to be the case.

Like other cards of its size, *BEBA* also was issued in two card panels. These were sold in nickel packs this way, with gum and then in the red Trading Card Guild cello's without the gum. The panels are quite difficult today, more so when compared with most of the other sets issued this way.

There are five subsets:

Civilization Farewell	5
Dangerous Living	32
Fighting Animals	22
Man Against Beast	28
Homeward Bound	13
	<u>100</u>

In the wake of an uproar over the *Freedom's War* set in the spring of 1951, Topps President Joseph Shorin promised they would pull that set and substitute another series of Frank Buck cards. That promise led to the *Animals of the World* set, the backs of which clearly identify "This Series is numbered from 101-200", which would neatly fit atop the first 100 cards of *BEBA*. But rather than featuring the action packed scenes that Frank Buck was famous for, *Animals of the World* featured sedate, albeit well-executed illustrations of wild animals shown against a rectangle of nuanced color that dominated most of the obverse. They were drawn by an artist named Mary Lee Baker and taken from a popular 1948 book featuring her illustrations called *Wild Animals of the World*. The reasons for this subterfuge are unknown but Topps probably could not license a second series of cards from the Buck estate and having promised more cards, simply improvised.

As *Animals of the World* was considered by Topps to be a sequel to *BEBA* so were they treated in the *American Card Catalog*. The ACC designated *Bring 'Em Back Alive* as R714-2 whereas *Animals of the World* is described as R714-1. This reversal was likely due to an alphabetizing scheme used to order the sets in each grouping. The 1953 version of the ACC, using a different scheme than the one commonly referred to today, assigned *Bring 'Em Back Alive* a catalog number of R527 and *Animals of the World* was designated as R529, following the proper chronological progression.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, Jeff Shepherd, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html> , Author's Research)

## BRING 'EM BACK ALIVE CHECKLIST

NUMBER	NAME	SUBSET	NO	OF	TAN BACK	GRAY BACK
1	AVENGING TEETH	FIGHTING ANIMALS	11	22		
2	A COWARD STRIKES	FIGHTING ANIMALS	16	22		
3	TONS OF DEATH	FIGHTING ANIMALS	12	22		
4	FOOD FOR THE KILLER	FIGHTING ANIMALS	14	22		
5	JUNGLE FEAR	FIGHTING ANIMALS	13	22		
6	FIGHT FOR LIFE	MAN AGAINST BEAST	14	28		
7	THE BLAZING DESTROYER	DANGEROUS LIVING	22	32		
8	DEADLY DARTS	DANGEROUS LIVING	10	32		
9	GIANTS OF THE JUNGLE	DANGEROUS LIVING	9	32		
10	JUNGLE EXPEDITION	CIVILIZATION FAREWELL	2	5		
11	ENEMY INVASION	DANGEROUS LIVING	25	32		
12	FLIGHT OVER THE JUNGLE	CIVILIZATION FAREWELL	5	5		
13	LOST AMONG THE HEAD HUNTERS	DANGEROUS LIVING	3	32		
14	TRIBAL FRENZY	DANGEROUS LIVING	27	32		
15	HUNTERS' BOAST	DANGEROUS LIVING	29	32		
16	JUNGLE WAR	DANGEROUS LIVING	24	32		
17	DEADLY FIRE	DANGEROUS LIVING	21	32		
18	CORNERED BY WOLVES	FIGHTING ANIMALS	10	22		
19	ROARING FURY	CIVILIZATION FAREWELL	4	5		
20	THE LIONESS SPRINGS	FIGHTING ANIMALS	7	22		
21	RACE AGAINST DEATH	FIGHTING ANIMALS	8	22		
22	FLYING FEATHERS	FIGHTING ANIMALS	21	22		
23	ANTELOPE BATTLE	FIGHTING ANIMALS	9	22		
24	DRAWN TO DEATH	MAN AGAINST BEAST	25	28		
25	THE KILLER ESCAPES	HOMEWARD BOUND	11	13		
26	CHALLENGE TO BATTLE	FIGHTING ANIMALS	20	22		
27	KILLER OF THE NORTH	FIGHTING ANIMALS	22	22		
28	SNAKE WOMAN	DANGEROUS LIVING	19	32		
29	FIGHTING MEN OF AFRICA	DANGEROUS LIVING	18	32		
30	RIVER KINGS OF THE JUNGLE	DANGEROUS LIVING	17	32		
31	JUNGLE TELEGRAPH	DANGEROUS LIVING	16	32		
32	THE GREAT ADVENTURER	CIVILIZATION FAREWELL	1	5		
33	THE WOLF PACK ATTACKS	FIGHTING ANIMALS	18	22		
34	"TURTLE MONSTER"	MAN AGAINST BEAST	17	28		
35	THE HUNTER IS HUNTED	DANGEROUS LIVING	28	32		
36	FLIRTING WITH DEATH	MAN AGAINST BEAST	22	28		

THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 to 1956

# BRING 'EM BACK ALIVE CHECKLIST

NUMBER	NAME	SUBSET	NO	OF	TAN BACK	GRAY BACK
37	CALL FOR HELP	DANGEROUS LIVING	26	32		
38	THE KING'S HELPER	DANGEROUS LIVING	12	32		
39	TEST OF STRENGTH	DANGEROUS LIVING	13	32		
40	WITCH DOCTOR	DANGEROUS LIVING	23	32		
41	LAND OF EVIL SPIRITS	DANGEROUS LIVING	14	32		
42	DRUMS IN THE NIGHT	DANGEROUS LIVING	15	32		
43	HELPED BY PYGMIES	CIVILIZATION FAREWELL	3	5		
44	JUNGLE NIGHT	DANGEROUS LIVING	7	32		
45	QUICKSAND	DANGEROUS LIVING	6	32		
46	RAID FOR SLAVES	DANGEROUS LIVING	20	32		
47	JUNGLE DRUMS	DANGEROUS LIVING	8	32		
48	GODS OF THE FIRE	DANGEROUS LIVING	11	32		
49	PLEA FOR MERCY	DANGEROUS LIVING	5	32		
50	NIGHT ATTACK	DANGEROUS LIVING	4	32		
51	CANNIBAL TORTURE	DANGEROUS LIVING	2	32		
52	SUDDEN DEATH	DANGEROUS LIVING	1	32		
53	UNEXPECTED DANGER	MAN AGAINST BEAST	27	28		
54	LESSONING A LEOPARD	HOMEWARD BOUND	4	13		
55	JUNGLE KING'S CAPTURE	MAN AGAINST BEAST	18	28		
56	SILENT KILLER	MAN AGAINST BEAST	10	28		
57	THE APE IS TRICKED	MAN AGAINST BEAST	23	28		
58	DEATH COMES CLOSE	MAN AGAINST BEAST	5	28		
59	THE DEADLY COBRA STRIKES	HOMEWARD BOUND	13	13		
60	A KILLER IS CREATED	FIGHTING ANIMALS	19	22		
61	LEOPARD OVERBOARD	HOMEWARD BOUND	6	13		
62	A MONSTER TRAPPED	MAN AGAINST BEAST	19	28		
63	STRUGGLE FOR LIFE	FIGHTING ANIMALS	3	22		
64	A JUNGLE FIGHT	FIGHTING ANIMALS	4	22		
65	FOOD FOR AN ELEPHANT	HOMEWARD BOUND	1	13		
66	JUNGLE TRICK	MAN AGAINST BEAST	8	28		
67	TIGER ON THE HUNT	MAN AGAINST BEAST	2	28		
68	SNARING A MONSTER LIZARD	MAN AGAINST BEAST	4	28		
69	WATER IS THE ENEMY	HOMEWARD BOUND	5	13		
70	TRAPPED BY GREED	MAN AGAINST BEAST	3	28		
71	RACE WITH A PYTHON	MAN AGAINST BEAST	24	28		
72	APE IN THE TREE-TOP	MAN AGAINST BEAST	12	28		
73	TERROR OF THE JUNGLE	FIGHTING ANIMALS	17	22		
74	DEADLY JAWS	FIGHTING ANIMALS	2	22		
75	RIPPING CLAWS	FIGHTING ANIMALS	5	22		
76	TRACKS OF A KILLER	MAN AGAINST BEAST	7	28		
77	MONKEYS ON THE LOOSE	HOMEWARD BOUND	8	13		
78	TINY KILLER	FIGHTING ANIMALS	6	22		
79	SLASHING TEETH	FIGHTING ANIMALS	15	22		
80	THE PYTHON'S COILS CRUSH	FIGHTING ANIMALS	1	22		
81	CURING A TIGER	HOMEWARD BOUND	10	15		
82	A LEOPARD IS CAUGHT	MAN AGAINST BEAST	20	28		
83	A WILD ELEPHANT NOOSED	MAN AGAINST BEAST	13	28		
84	DASHED TO DEATH	DANGEROUS LIVING	32	32		
85	COWBOY ON SHIPBOARD	HOMEWARD BOUND	2	13		
86	BACK IN THE WILD	MAN AGAINST BEAST	26	28		
87	THE TIGER FEUD	HOMEWARD BOUND	9	13		
88	A NIGHT WITH A TIGER	MAN AGAINST BEAST	15	28		
89	HERO OF THE SWAMP	DANGEROUS LIVING	31	32		
90	A TIGER LEAPS	MAN AGAINST BEAST	11	28		
91	TOSSED BY AN ELEPHANT	HOMEWARD BOUND	7	13		
92	TRAPPING AN ORANG-UTANG	MAN AGAINST BEAST	1	28		
93	SUSPENSE AT THE TRAP	MAN AGAINST BEAST	21	28		
94	A KNIFE SAVES A CHILD	DANGEROUS LIVING	30	32		
95	AN APE TAKES THE COUNT	HOMEWARD BOUND	3	13		
96	SWALLOWED ALIVE	MAN AGAINST BEAST	9	28		
97	LIGHTNING CLAWS	HOMEWARD BOUND	12	13		
98	CHASED BY A BEAR	MAN AGAINST BEAST	28	28		
99	DESPERATION AND DEATH	MAN AGAINST BEAST	6	28		
100	JUNGLE EMERGENCY	MAN AGAINST BEAST	16	28		

PRICING

1	AVENGING TEETH	8
32	THE GREAT ADVENTURER	6
100	JUNGLE EMERGENCY	6
	COMMON	3
	COMMON PANEL	50
	SET (SINGLES)	350
	SET (PANELS)	SPEC.
	ONE CENT WRAPPER	30
	FIVE CENT WRAPPER	300
	ONE CENT PACK	50
	FIVE CENT PACK	SPEC.
	ONE CENT BOX (EMPTY)	1500
	FIVE CENT BOX (EMPTY)	SPEC.



## DAVY CROCKETT

Issued As: Walt Disney's Davy Crockett

ACC #: R712-1a (Orange Backs) & R712-1b (Green Backs)

Issue Date: 1955-56

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

Packaging: 1 cent, 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 160

Number of Series: 2

Sheet Size: 110/220



(Orange Back scan courtesy Frank Evanov)

***Davy Crockett* illustrates the good and bad sides of a kids' fad. Disney's *Davy Crockett: King of the Wild Frontier* cobbled together three early episodes from the television series *Disneyland* and hit the theaters just before Memorial Day, 1955. With a theme song already known to millions of kids, the movie was a major summer hit, with over \$25 Million in receipts and spawned numerous merchandising tie-ins, including the famous coonskin cap, which raked in an estimated \$10 Million alone. Topps contributed to this marketing onslaught with an eighty card set in 1955. Some sources place the initial release in the summer, some in late fall and there is also support for a split issue, with New York receiving the initial distribution in what may have been a primordial test issue, then other areas receiving the secondary one.**

**Commonly known as Orange Backs for obvious reasons, massive amounts of cards were produced in a run that used gray card stock at first. The set features clear and colorful stills from the TV show/movie (Disney, while having to air episodes in black and white, shot them in color) and the card backs have a small paragraph of text below the card number and title, which repeats the one from the front of the card. A nice graphic element is also on display on the card backs. The box is one of the more stunning Topps creations, with excellent photography and illustrations making the packs within irresistible.**

Hobby lore tells us the cards were well collated in the packs and full sets were easy to put together in 1955 and indeed they are quite easy to find today. Most Orange backs have gray cardboard stock but some, apparently printed at the end of the run, can be found with white or tan stock as well. Thirty cards are thought to be overprinted based upon tabulation research (counting), which indicates the same 30 would have been double prints on each of the two 110 card half sheets Topps customarily produced for each series. However, Topps did some strange things in 1955 with short and extra prints and until both sheets can be sighted, full confirmation of the overprints remains to be made. The set is so abundant any non-overprints do not seem to go for a premium. There is some thought white-backed cards should sell for more but in the age of eBay such notions are hard to prove.

Kids clamored for more Davy and despite the fact he was killed off in real life and at the end of the movie, two more TV episodes by Disney were produced in late 1955. These told a story predating that of the original series and movie and once again a feature was pieced together from the TV episodes. *Davy Crockett and the River Pirates* was afforded a mid-July of 1956 theatrical release and Topps produced another eighty card set to celebrate. Once again numbered from 1-80 and similar to what came previously but with an "A" appended to each number, this second series is commonly referred to as Green Backs. The retail box for the green Backs had a "New Series" sticker slapped on it by Topps but still referenced the original movie, albeit in small type.

Instead of overprints, the Green backs are believed to contain 20 short prints. Once again, this is suggested by tabulation research, a method fraught with inaccuracy. The full press sheet would have to be sighted to make this determination but two full sets of 80 plus another 60 triple prints would total 220. Some hobby veterans believe card #2A is under printed even in relation to the alleged short prints. Whether or not these short prints exist, only some of them (#'s 1A through 8A) command a pricing premium. This structure makes little sense but exists despite conflicting pricing and is quite volatile.

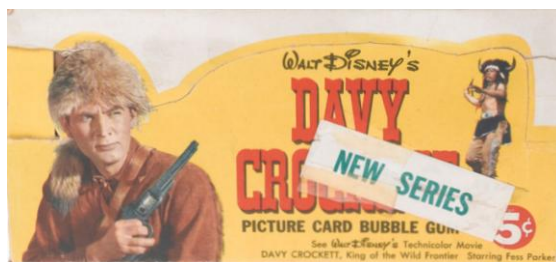
Due to a combination of old stills being recycled, waning Crockett-mania (Elvis, anyone?) and poor timing, Topps ended up with a sequel less popular than the original. The majority of the Green Backs seem to have been sold in Canada as the Orange backs had done well there and all were printed on gray stock, indicating but a single press run that was transported in uncut sheet form instead of languishing in one of the three warehouses Topps maintained in Brooklyn.

The Green backs have a significant variation. Card #20A "Ambush" was issued with a title on the back that read "Hello Georgie". This was corrected quite late in the run and the card with the correct back title of "Ambush" back is quite hard to track down today; the error version also commands a small premium.

**Alleged Orange Back Overprints:** 4, 5, 7, 10, 16, 17, 19, 23, 33, 36, 39, 41, 43, 44, 45, 48, 51, 52, 54, 55, 56, 59, 61, 62, 67, 69, 71, 72, 73, 76.

**Alleged Green Back Shortprints:** 1A, 2A, 3A, 4A, 5A, 6A, 7A, 8A, 9A, 10A, 20A, 40A, 43A, 44A, 45A, 46A, 47A, 48A, 49A, 50A.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, *American Card Catalog*, *The Wrapper* #186 & #187 – "Davy Crockett" by David Owen, *Total Television* by Alex McNeil, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html> , Author's Research)



Green Backs Retail Box (Source Unknown)

## DAVY CROCKETT (ORANGE BACKS) CHECKLIST

NUMBER	NAME	GRAY BACK	WHITE BACK	NUMBER	NAME	GRAY BACK	WHITE BACK
	1 KING OF THE WILD FRONTIER				41 VOTE FOR DAVY!		
	2 CALL TO WAR				42 SERVING HIS COUNTRY		
	3 OFF TO BATTLE				43 CONGRESSMAN CROCKETT		
	4 SENTRY! WHERE'S CROCKETT				44 "YOU'RE CHEATING, MISTER"		
	5 BEAR MEAT FOR DINNER				45 REACH, CROCKETT		
	6 DAVY IN COMMAND				46 OFF TO TEXAS		
	7 ALERTED FOR DANGER				47 TROUBLE AHEAD		
	8 PREPARING FOR WAR				48 DAVY'S VICTORY		
	9 DANCE OF DEATH				49 IN ENEMY TERRITORY		
	10 READY TO STRIKE				50 DAVY ARRIVES		
	11 A DARING RAID				51 COL. CROCKETT REPORTING		
	12 FLYING LEAD				52 A DESPERATE DECISION		
	13 MOVING TARGETS				53 A NEAR MISS		
	14 INDIAN ATTACK				54 THE ALAMO'S ANSWER		
	15 BITING THE DUST				55 THINGS LOOK BAD		
	16 EVERY MAN FOR HIMSELF				56 READY FOR NIGHT ATTACK		
	17 TOMAHAWK TERROR				57 NO RELIEF IN SIGHT		
	18 FIGHT FOR LIFE				58 NIGHT BOMBARDMENT		
	19 PICKING 'EM OFF				59 BAD NEWS		
	20 HAND FIGHTING				60 A STARTLING REPORT		
	21 SAVAGE CHIEF				61 WE'LL NEVER SURRENDER		
	22 DAVY IN DANGER				62 A TOUGH CHOICE		
	23 HALT OR WE'LL SHOOT				63 KEEPING SPIRITS HIGH		
	24 HOME SWEET HOME				64 CHECKING THE DEFENSES		
	25 INDIAN TERRITORY				65 PLANS FOR DEFENSE		
	26 ON GUARD				66 RELOAD-QUICK!		
	27 INDIAN TORTURE				67 STORMING THE WALLS		
	28 DAVY SENSES TROUBLE				68 HEAVY ARTILLERY		
	29 FACE TO FACE WITH DEATH				69 HELP!		
	30 ARMS OF STEEL				70 DEFENSES CRUMBLE		
	31 FISTS FLYING				71 FISTS AGAINST GUNS		
	32 BREAKING THE HOLD				72 EVERY SHOT COUNTS		
	33 FIGHTING-INDIAN STYLE				73 FIGHTING TO THE END		
	34 DAVY IS CHALLENGED				74 FLASHING STEEL		
	35 BULLSEYE!				75 TRAVIS HIT		
	36 DON'T MOVE, CROCKETT				76 A BULLET FINDS ITS MARK		
	37 DIRTY FIGHTING				77 BLAZING RIFLES		
	38 THE KNOCKOUT				78 FIGHT TO THE FINISH		
	39 NOW GET GOING				79 RUSSEL FALLS		
	40 TRAGEDY STRIKES				80 BOWIE'S LAST STAND		

### PRICING

1	KING OF THE WILD FRONTIER	40
80	BOWIE'S LAST STAND	10
	COMMON	3
	SET	200
	ONE CENT WRAPPER	125
	FIVE CENT WRAPPER	225
	ONE CENT PACK	100
	FIVE CENT PACK	500
	TEN CENT PACK	1,000
	ONE CENT BOX (EMPTY)	3,000
	FIVE CENT BOX (EMPTY)	1,500



## DAVY CROCKETT (GREEN BACKS) CHECKLIST

NUMBER	NAME
1 A	BUCKSKIN BUDDY
2 A	DANGEROUS MISSION
3 A	CATCHING A BEAR
4 A	OUT OF MY WAY!
5 A	OLD HICKORY
6 A	YOU'RE WRONG, CROCKETT
7 A	SETTING THE TRAP
8 A	A FEARFUL SIGHT
9 A	THE WARNING
10 A	DEADLY ARROWS
11 A	DAVY'S GAMBLE
12 A	GO GET 'EM, DAVY!
13 A	SHARPSHOOTING
14 A	DAVY IN ACTION
15 A	QUICK ON THE TRIGGER
16 A	FIGHTING FURY
17 A	BLAZING BULLETS
18 A	SHOWER OF LEAD
19 A	SUICIDE ATTACK
20 A	AMBUSH
21 A	A SHOT RINGS OUT
22 A	A CLOSE CALL
23 A	PREPARE TO FIRE!
24 A	HAPPY VACATION
25 A	DISOBEYING ORDERS
26 A	SNEAK ATTACK
27 A	JAWS OF DEATH
28 A	AN ENEMY FALLS
29 A	VICIOUS BATTLE
30 A	FIGHT FOR LIFE
31 A	FINISH 'EM, DAVY!
32 A	GIVE UP?
33 A	PEACE
34 A	TAKING CAREFUL AIM
35 A	STRANGE NEIGHBOR
36 A	DAVY'S DOWN!
37 A	FLYING TACKLE
38 A	GOOD-BYE, CROCKETT!
39 A	A SURPRISING OFFER
40 A	THE REUNION

ERROR	CORRECT

NUMBER	NAME
41 A	DAVY'S NEW ADVENTURE
42 A	NORTON'S SCHEME
43 A	DOUBLECROSSED
44 A	HEADING SOUTH
45 A	DAVY HAS COMPANY
46 A	COMANCHE!
47 A	ROUGH AND TUMBLE
48 A	SIGN LANGUAGE
49 A	"CAPTURE CROCKETT!"
50 A	THE ALAMO
51 A	HOW'S OUR CHANCES?
52 A	THE FIGHTING MAJOR
53 A	BOWIE'S "TOOTHPICKS"
54 A	BLASTING THE ALAMO
55 A	DRIVING 'EM BACK
56 A	LOOKING FOR TROUBLE
57 A	OL' BETSY'S VICTIM
58 A	GEORGIE, COME BACK!
59 A	ROUGH RIDE
60 A	FURIOUS ASSAULT
61 A	ON THE RUN
62 A	BRIEF REST
63 A	DAVY'S SONG
64 A	OUTSMARTING THE GAMBLER
65 A	TIME'S RUNNING OUT
66 A	READY TO CHARGE
67 A	DIRECT HIT
68 A	WALL OF BULLETS
69 A	OVER THE TOP
70 A	KEEPING 'EM OFF
71 A	TAKE THAT!
72 A	BREAKING THROUGH
73 A	ENEMY REINFORCEMENTS
74 A	STRAIGHT FOR DAVY
75 A	SURROUNDED
76 A	5,000 AGAINST 200
77 A	SLASHING SWORD
78 A	BLAZING PISTOLS
79 A	FIGHTING FINISH
80 A	TEXAS TRIMUPH

PRICING		
1 A	BUCKSKIN BUDDY	100
2 A	DANGEROUS MISSION	50
3 A	CATCHING A BEAR	40
4 A	OUT OF MY WAY!	40
5 A	OLD HICKORY	40
6 A	YOU'RE WRONG CROCKETT	40
7 A	SETTING THE TRAP	40
8 A	A FEARFUL TRAP	40
20 A	AMBUSH WITH "GEORGIE" BACK	75
20 A	AMBUSH WITH AMBUSH BACK	600
80 A	TEXAS TRIUMPH	40
	COMMON	5
	SET	350
	ONE CENT WRAPPER	125
	FIVE CENT WRAPPER	225
	ONE CENT PACK	100
	FIVE CENT PACK	500
	TEN CENT PACK	1,000
	ONE CENT BOX (EMPTY)	3,500
	FIVE CENT BOX (EMPTY)	2,000

## DAVY CROCKETT TATOO

**Issued As:** Davy Crockett Tatoo

**ACC #:** R711-UNC

**Issue Date:** ~1956

**Size:** 1 9/16" x 3 1/2", 40 x 89 mm

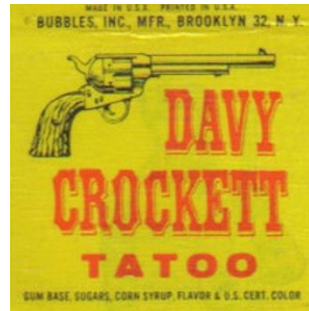
**Packaging:** 1 cent

**Manufacturer:** Bubbles, Inc.

**Base Set Size:** Unknown (~24)

**Number of Series:** 1

**Sheet Size:** Unknown



*Davy Crockett Tatoo pack image (courtesy of Adam R. Tucker) Reverse image not available.*

Drawing upon their earlier *Tatoo* sets, Topps supplemented their Davy Crockett offerings with a small set called *Davy Crockett Tatoo* around 1956. With a bland wrapper showing just an anachronistic revolver and the name of the issue, a number of larger gum tabs featuring fairly crude line drawings and spot color were produced by Topps without any reference to Walt Disney appearing. Utilizing a paper wrapper, the *Davy Crockett Tatoo* packaging followed that of the largest size of *Tatoo* Bubble Gum (1953) and was the first character-specific tattoo issue for Topps. It also credited the issue to Bubbles Inc., a sporadic practice at the firm in this era.

The set length is at least 16 and very possibly could total 24, a common divisor for later Topps wrapper issues of the era but as with many earlier Topps tatoo issues, it is presently indeterminate. Some original artwork is known as well and was sold via the Topps Vault. The set is scarce but not in high demand due to the lack of a specific, associated movie or TV show and general lack of current-day interest in the ephemeral Topps tattoo issues. All wrappers and packs will exhibit a small, jagged tear at or near the middle glue point extending to the top border; this was a Topps production flaw dating back to 1938 and was not caused by opening the wrappers.

A checklist will not be presented for this set and pricing can be broken down into simple categories:

**Opened Wrapper:** \$50

**Unopened pack:** \$75

**Box (Empty):** Speculative

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, Author's Research)

## ELVIS PRESLEY

Issued As: Elvis Presley

ACC #: R710-1

Issue Date: 1956

Size: 2 1/2" x 3 1/2", 63.5 x 89 mm

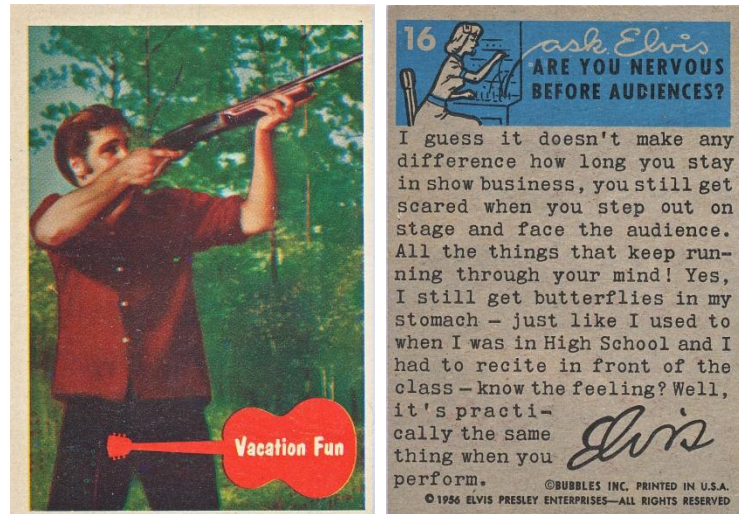
Packaging: 1 cent, 5 cent, 10 cent cello

Manufacturer: Bubbles, Inc.

Base Set Size: 66

Number of Series: 1

Sheet Size: 132/264



Topps first standard sized set at 2 1/2" x 3 1/2" drew upon the star power of Elvis Presley at the end of 1956. Timed to the release of the King's first movie, *Love Me Tender*, the set utilized various flexichrome enhanced photographs that mostly come off as mushy and garish at the same time. Due to the potential for controversy, the Bubbles, Inc. moniker was used by Topps in marketing the cards, although some packs have Topps *indicia* and possibly were sold in Canada. The first 46 cards, with exception of #2 (which sports a "Record Collector's Check List") have an "Ask Elvis" feature on the reverse, the last 20 are a subset devoted to the movie.

The release date of the movie, November 15, helps date the issue to the fall of 1956. The use of standard sized cards would allow Topps to print more cards per sheet in a 12 row by 11 column array and marked the end of the "Giant Size" era. This columnar structure would lead to many oddities from the 1950's through 1990's appearing in groups divisible by 11. There are no short prints, as one would expect from a 66 card issue in standard size as the set would be replicated twice on each half sheet. The set was printed by Zabel Brothers Lithographers in Philadelphia.

*Elvis Presley* is in good supply today and remains a popular set. As expected, the Check List card is condition sensitive, as are the first and last cards. Canadian cards are described as being on slightly darker stock but otherwise cannot be identified as a non-U.S. issue. *Elvis Presley* would also be one of the first Topps sets licensed for sale in the U.K. by A&BC Gum, albeit three years after the fact.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html> , Author's Research)

## ELVIS PRESLEY CHECKLIST

NUMBER	NAME
1	GO, GO, GO ELVIS
2	ELVIS PRESLEY (AUTOGRAPH)
3	RELAXING AT REHEARSALS
4	LOVE ME TENDER
5	SOFT AND MELLOW
6	ELVIS WITH HIS FANS
7	PRESLEY PRESS CONFERENCE
8	SINGING WITH THE HEART
9	TIME OUT BETWEEN SHOWS
10	AMERICA'S SINGING IDOL
11	DON'T BE CRUEL
12	PICKIN' OUT A TUNE
13	STEVE ALLEN AND ELVIS
14	DOWN ON THE FARM
15	JUDGING HIS RECORD
16	VACATION FUN
17	STUDYING THE SCRIPT
18	SINGING SESSION
19	I WANT YOU, I NEED YOU, I LOVE YOU
20	A TUX FOR TV
21	ELVIS PRESLEY
22	THE FAN'S FRIEND
23	READY TO RIDE
24	ELVIS' MOVIE DEBUT
25	ELVIS' MOTORCYCLE
26	HOUND DOG
27	SWINGING LOW
28	ACTING OUTDOORS
29	FACING THE CAMERAS
30	ELVIS THE ACTOR
31	AT THE KEYBOARD
32	TUNING UP FOR THE SHOW
33	A SHOW FOR THE HOME TOWN

NUMBER	NAME
34	TAKING IT EASY BETWEEN SCENES
35	ELVIS AT 17
36	CHOW TIME ON THE MOVIE SET
37	STRUMMING FOR FUN
38	ELVIS' ESCORT
39	LIGHTS, CAMERA, ACTION!
40	SERENADE TO A POOCH
41	ROCKIN' ON STAGE
42	RADIO BROADCAST
43	RECORDING SESSION
44	ELVIS' SPECIAL SHIRT
45	PREPARING TO GO ONSTAGE
46	AMERICA'S TOP SINGER
47	CLINT AND CATHY RENO
48	FARM CHORES
49	NEW MEMBER OF THE FAMILY
50	HARD WORK
51	HAPPY HOMECOMING
52	PORCH PERFORMANCE
53	"I WANT AN HONEST ANSWER"
54	HEADING FOR THE FAIR
55	SINGING UP A STORM
56	BAD NEWS
57	I'M GOIN' TO VANCE
58	RESCUE RIDE
59	CLINT'S PLANE
60	"DON'T TRY TO STOP ME"
61	FIGHTING MAD
62	TWO AGAINST ONE
63	SETTING THE TRAP
64	"LET HIM HAVE IT, CLINT"
65	CLINT TAKES AIM
66	"GO BACK TO VANCE"

### PRICING

1	GO, GO, GO ELVIS	30
2	ELVIS PRESLEY	15
66	"GO BACK TO VANCE"	10
	COMMON	4
	SET	250
	ONE CENT WRAPPER	50
	FIVE CENT WRAPPER	150
	ONE CENT PACK	100
	FIVE CENT PACK	400
	TEN CENT PACK	1,000
	ONE CENT BOX (EMPTY)	2,000
	FIVE CENT BOX (EMPTY)	1,000

## FIGHTING MARINES

Issued As: Fightin' Marines

ACC #: R709-1

Issue Date: 1952

Size: 2 1/16" x 2 15/16", 52 x 74.5 mm

Packaging: 1 cent, 5 cent (in panel form), 10 cent TCG cellophane (with two card panels)

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 96

Number of Series: 2

Sheet Size: Unknown



Despite a 1951 Copyright on the box, *Fighting Marines* seemingly did not see issue in that year, presumably due to the furor over *Freedom's War* in the Spring of 1951. While some sources list it as a late 1953 issue, the set is fully catalogued (and advertised) in the 1953 American Card Catalog, published in February of that year. The likely date of issue therefore is 1952. The wrapper and box both drop the 'G' from "Fighting" and replace it with an apostrophe but the reverse of the cards retains the proper grammatical usage.

Using a mix of U.S. Marine Corps official photographs (cards 1-23) and artwork (cards 24-96), the set was released in two series of 48; that the first is more common in the U.S., the second in Canada indicates the product may have fizzled out upon release of the second series. Indeed, its smaller size had already been usurped by the Giant Size cards of 1952. Five subsets are featured, although unlike other similarly subdivided Topps sets of the era, each is presented in numerical order. Red and blue lines were added to frame the artwork, giving a true red, white and blue theme to the set. Rather than being added at the time of printing, these lines were painted on the original artwork for each card.

A rare, eight card advertising panel reproduces the box cover art and the issued cards were available as singles and in two card panels, as was Topps's penchant at the time. Therefore, some cards can be found with nubs and some without but it has been speculated those numbered 49 and higher only have nubs on them, indicating the second series was not sold in penny packs. This is incorrect though and they can be found both ways. All cards were printed on gray stock.

*Fighting Marines* is known for short prints in both series of cards and there seems to be three levels of scarcity. There is a consensus that four cards belong in a toughest to find top tier: 44, 74, 83 and 96 and it also seems #84 belongs with this group. Of these, 44 is believed by most collectors to be the hardest to find in nice shape and by a good margin. The next, or second tier includes: 23, 26, 39, 59, 63, and 72. A third, easier tier seems to consist of 43, 46 and 48 but there is not a whole lot of pricing support to

confirm this as they sell like they are commons. If you accept that the third tier exists then combining all three tiers and separating them by series gives you 7 tough cards per series.

No uncut sheets have been sighted to determine the print array so the short prints have been observed through tabulation research, not the most accurate of methods. However, the cards are the same size as *Look 'N' See* and that set was printed on 11 x 11 sheets, based upon the best current evidence. The problem with comparing that set's sheets with *Fighting Marines* is that there would be an odd card out in the panels of two, which seems impossible for Topps. Another possible array is 12 x 8 or a permutation such as 24 x 16. The answer may never be revealed but perhaps an uncut sheet will emerge someday to show the true picture.

There are five subsets, with each card is also individually numbered, as was the practice of Topps from 1950 to 1952:

Marines In Training	23
Marines In The Pacific	25
Marine Heroes	22
History Of The Marines	20
Marine Uniforms	6
	<u>96</u>

*Fighting Marines* is the last of the panelized sets issued by Topps in the early 1950's. Cutting and other production and marketing issues were the likely culprits for the demise of the panels. Panels would be revived from time to time by Topps but not as a coordinated feature across several product lines.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, *American Card Catalog (1953 edition)*, *The Wrapper* #213 & #214 – “Fighting Marines” by Dave Owen, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html> , Author's Research)

## FIGHTING MARINES CHECKLIST

NUMBER	NAME	SUBSET	NO	OF	TIER
1	FIRING THE HOWITZER	MARINES IN TRAINING	1	23	
2	ON THE MARCH	MARINES IN TRAINING	2	23	
3	LANDING A TANK	MARINES IN TRAINING	3	23	
4	RIDING THE TANK	MARINES IN TRAINING	4	23	
5	BAYONET PRACTICE	MARINES IN TRAINING	5	23	
6	FIRING INSTRUCTIONS	MARINES IN TRAINING	6	23	
7	NIGHT COMBAT	MARINES IN TRAINING	7	23	
8	OBSTACLE COURSE	MARINES IN TRAINING	8	23	
9	FLAME THROWER	MARINES IN TRAINING	9	23	
10	STORMING ASHORE	MARINES IN TRAINING	10	23	
11	HOUSE TO HOUSE COMBAT	MARINES IN TRAINING	11	23	
12	CLASHING STEEL	MARINES IN TRAINING	12	23	
13	INTO THE SURF!	MARINES IN TRAINING	13	23	
14	BAZOOKA!	MARINES IN TRAINING	14	23	
15	COMMUNICATIONS PERSONNEL	MARINES IN TRAINING	15	23	
16	WOMAN MARINE	MARINES IN TRAINING	16	23	
17	CAREFUL AIM	MARINES IN TRAINING	17	23	
18	MORTAR SIGHT	MARINES IN TRAINING	18	23	
19	AUTOMATIC RIFLE	MARINES IN TRAINING	19	23	
20	SET FOR ACTION	MARINES IN TRAINING	20	23	
21	HOWITZER CREW	MARINES IN TRAINING	21	23	
22	THROW THAT GRENADE!	MARINES IN TRAINING	22	23	
23	LIGHT MACHINE GUNS	MARINES IN TRAINING	23	23	2
24	FINAL INSTRUCTIONS	MARINES IN THE PACIFIC	1	25	
25	TAKE OFF!	MARINES IN THE PACIFIC	2	25	
26	SCOUTING THE BEACH	MARINES IN THE PACIFIC	3	25	2
27	OFFICER IN ACTION	MARINES IN THE PACIFIC	4	25	
28	PUSHING FORWARD	MARINES IN THE PACIFIC	5	25	
29	"GET THAT PLANE"	MARINES IN THE PACIFIC	6	25	
30	PARATROOPER	MARINES IN THE PACIFIC	7	25	



## FIGHTING MARINES CHECKLIST

NUMBER	NAME	SUBSET	NO	OF
31	JUNGLE WIRE	MARINES IN THE PACIFIC	8	25
32	WASH DAY	MARINES IN THE PACIFIC	9	25
33	RESCUE AT SEA	MARINES IN THE PACIFIC	10	25
34	LANDING SIGNAL	MARINES IN THE PACIFIC	11	25
35	"RUSH FOR THE GUN"	MARINES IN THE PACIFIC	12	25
36	"HIT THE BEACH"	MARINES IN THE PACIFIC	13	25
37	GUNNERY SERGEANT	MARINES IN THE PACIFIC	14	25
38	SUPPLIES FOR BATTLE	MARINES IN THE PACIFIC	15	25
39	"DOWN THEY GO!"	MARINES IN THE PACIFIC	16	25
40	BATTLE FOR TARAWA	MARINES IN THE PACIFIC	17	25
41	INTO THE NIGHT	MARINES IN THE PACIFIC	18	25
42	GENERAL A.A. VANDERGRIFT	MARINES IN THE PACIFIC	19	25
43	IWO JIMA!	MARINES IN THE PACIFIC	20	25
44	MARINE FIGHTER	MARINES IN THE PACIFIC	21	25
45	TARGET AHEAD!	MARINES IN THE PACIFIC	22	25
46	ATTACK FROM THE SKIES	MARINES IN THE PACIFIC	23	25
47	BACK FROM THE FRONT	MARINES IN THE PACIFIC	24	25
48	LOWERING A BOMB	MARINES IN THE PACIFIC	25	25
49	THE LAST MOMENT	MARINE HEROES	1	22
50	IN THE FACE OF DEATH	MARINE HEROES	2	22
51	FORCING AN ENTRANCE	MARINE HEROES	3	22
52	DANGEROUS LANDING	MARINE HEROES	4	22
53	RIDING THE TAIL	MARINE HEROES	5	22
54	FLYING LEATHERNECKS	MARINE HEROES	6	22
55	RAGING SEA	MARINE HEROES	7	22
56	INTO THE FLAMES	MARINE HEROES	8	22
57	MARINE ENGINEERS	MARINE HEROES	9	22
58	STAYING WITH A PAL	MARINE HEROES	10	22
59	BARE-HANDED ATTACK	MARINE HEROES	11	22
60	UNDER FIRE	MARINE HEROES	12	22
61	IWO JIMA HERO	MARINE HEROES	13	22
62	SINGLE-HANDED BATTLE	MARINE HEROES	14	22
63	LIFE SAVER!	MARINE HEROES	15	22
64	DEAD SHOT!	MARINE HEROES	16	22
65	FEARLESS LEADER!	MARINE HEROES	17	22
66	EXPOSED TO FIRE	MARINE HEROES	18	22
67	DODGING BULLETS	MARINE HEROES	19	22
68	GRENADE ATTACK	MARINE HEROES	20	22
69	REAR GUARD	MARINE HEROES	21	22
70	SAVING THE WOUNDED	MARINE HEROES	22	22
71	"FROM THE HALLS OF MONTEZUMA" - 1847	HISTORY OF THE MARINES	1	20
72	AGAINST THE INDIANS - 1836-1842	HISTORY OF THE MARINES	2	20
73	WORLD WAR 1 - 1917-1918	HISTORY OF THE MARINES	3	20
74	BOXER REBELLION - 1900	HISTORY OF THE MARINES	4	20
75	RAIDING THE BAHAMAS - 1776	HISTORY OF THE MARINES	5	20

TIER	NUMBER	NAME	SUBSET	NO	OF	TIER
	76	INTO KOREA - 1871	HISTORY OF THE MARINES	6	20	
	77	TO THE SHORES OF TRIPOLI - 1805	HISTORY OF THE MARINES	7	20	
	78	CIVIL WAR - 1861-1865	HISTORY OF THE MARINES	8	20	
	79	FIRST MARINE AVIATOR - 1912	HISTORY OF THE MARINES	9	20	2
	80	SPANISH-AMERICAN WAR - 1898	HISTORY OF THE MARINES	10	20	
	81	BELLEAU WOOD - 1918	HISTORY OF THE MARINES	11	20	
	82	IN THE PHILIPPINES - 1900	HISTORY OF THE MARINES	12	20	
	83	IN THE CARIBBEAN	HISTORY OF THE MARINES	13	20	3
2	84	SUMATRA - 1831	HISTORY OF THE MARINES	14	20	
	85	WAKE ISLAND - 1941	HISTORY OF THE MARINES	15	20	
	86	SOLOMON ISLANDS - 1942	HISTORY OF THE MARINES	16	20	3
	87	ICELAND - 1941	HISTORY OF THE MARINES	17	20	
3	88	INCHON - 1950	HISTORY OF THE MARINES	18	20	3
	89	PUSAN - 1950	HISTORY OF THE MARINES	19	20	
	90	WONSAN - 1950	HISTORY OF THE MARINES	20	20	
3	91	THE REVOLUTIONARY WAR - 1775	MARINE UNIFORMS	1	6	
	92	THE WAR IN TRIPOLI - 1805	MARINE UNIFORMS	2	6	
3	93	U.S. MARINES - 1847 (THE MEXICAN WAR)	MARINE UNIFORMS	3	6	
	94	U.S. MARINES - 1861 (THE CIVIL WAR)	MARINE UNIFORMS	4	6	
	95	U.S. MARINES - 1898 (THE SPANISH-AMERICAN WAR)	MARINE UNIFORMS	5	6	
	96	U.S. MARINES - 1918 (WORLD WAR 1)	MARINE UNIFORMS	6	6	

### PRICING

1	FIRING THE HOWITZER	12
44	MARINE FIGHTER	60
74	BOXER REBELLION - 1900	40
83	IN THE CARIBBEAN	30
84	SUMATRA - 1831	30
96	U.S. MARINES - 1918 (WORLD WAR 1)	30
	COMMON (1-48)	3
	COMMON PANEL (1-48)	40
	COMMON (49-96)	5
	COMMON PANEL (49-96)	60
	TIER 2 (1-48)	10
	TIER 2 (49-96)	15
	TIER 3	7
	SET (SINGLES)	650
	SET (PANELS)	SPEC.
	ONE CENT WRAPPER	25
	FIVE CENT WRAPPER	350
	ONE CENT PACK	50
	FIVE CENT PACK	SPEC.
	ONE CENT BOX (EMPTY)	500
	FIVE CENT BOX (EMPTY)	SPEC.



Fighting Marines One Cent Wrapper (Courtesy Legendary Auctions)



## FLAGS OF ALL NATIONS-SOLDIERS OF THE WORLD

Issued As: Parade

ACC #: R714-7

Issue Date: 1949

Size: 7/8" x 1 7/16", 22 x 36.5 mm

Packaging: 1 cent tab

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 100

Number of Series: 1

Sheet Size: Unknown



Confusingly sold in packaging labeled *Parade* but generally called *Flags Of All Nations*, these tiny, colorful, two sided cards probably ended up with their traditional set name because so many older sets carried the moniker. Two caramel cards issues and a bread issue, all from the 1920's featured the "Flags of all Nations" phrase prominently on their reverses and this could be one of the earlier Topps efforts to hearken back to the younger years of Woody Gelman, Sy Berger and the Shorin brothers.

Created as unnumbered inserts that rested between the inner and outer wrappers of a penny gum tab with each end protruding slightly, *Flags Of All Nations* was one of the final sets issued in this size. Formally tied together a year later with *Play Coins of the World* when it was reconfigured and re-imagined in a larger format, the 1949 set also has ties to *Play Coins* and captures a time when the headquarters of the United Nations was being built in Manhattan and civics and global politics were the stuff of radio talk shows and Social Studies classes.

Featuring a "silk" card surface for the flag side that exhibits discernible texture, the reverse displays a well drawn, bright illustration of a soldier from the country depicted. The soldier side features well rendered portraits of an armed services member of the country depicted, with a colored name plate underneath. The soldier side of the card is quite clean looking.

Seizing on a theme that featured circuses, carnivals and parades and dominated the 1949 marketing strategy at Topps, the box and backs more predominantly mention *Parade* than *Flags* or *Soldiers*. Mint examples are quite difficult to locate thanks to the method of distribution and the set is neither widely collected nor very popular. While there are 100 cards, there are not that many nations represented. Some nations also have an alternate flag, or multiple alternates; some are called an "Admiral" flag, because the pictured soldier is actually a mariner and there is ample representation of Dixie in the set as two Confederate flags and an Alamo banner make an appearance for the U.S.

Some cards were thought by Benjamin and Watson to have been short printed or double printed. Their size suggests a *Magic Photos* sized sheet of 126 could easily have been used for production of the cards but the two published checklists only show 94 subjects, although all six of the "missing" cards have been confirmed. A similar set, *X-Ray Roundup*, which uses similar obverse graphics, was printed on 100 card

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sheets but the specialized material used to make the flag side of the card may have required a different press than that one. Still, it seems likely the set was printed on one sheet of 100 cards.

An alternate gum tab, a fruit flavor of *Topps Gum*, purportedly also held these cards. Believed by bubble gum archivist Jeff Shepherd to have been a possible test run for one cent packs of *Bazooka*, the fruit wrapper is exceedingly rare. *Parade* wrappers are not widely encountered either and it is likely the set was pulled to make way for the larger version of Flags cards issued by Topps in 1950.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, Jeff Shepherd, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html> , Author's Research)

## FLAGS OF ALL NATIONS-SOLDIERS OF THE WORLD CHECKLIST

NUMBER	NAME	NUMBER	NAME
NO #	1ST AMERICAN FLAG	NO #	ICELAND
NO #	ABYSSINIA	NO #	INDIA
NO #	ADMIRAL-GREAT BRITAIN	NO #	IRAN
NO #	ADMIRAL-ITALY	NO #	IRAQ
NO #	ADMIRAL-JAPAN	NO #	IRISH FREE STATE
NO #	ADMIRAL-NETHERLANDS	NO #	ISRAEL
NO #	ADMIRAL-NORWAY	NO #	ITALY
NO #	ADMIRAL-SPAIN	NO #	JAPAN
NO #	ADMIRAL-US	NO #	LATVIA
NO #	AFGHANISTAN	NO #	LEBANON
NO #	ALAMO	NO #	LIBERIA
NO #	ALBANIA	NO #	LUXEMBOURG
NO #	ARGENTINA	NO #	MEXICO
NO #	ARMENIA	NO #	MOROCCO
NO #	AUSTRALIA	NO #	NETHERLANDS
NO #	AUSTRIA	NO #	NEW ZEALAND
NO #	BELGIUM	NO #	NICARAGUA
NO #	BOLIVIA	NO #	NORWAY
NO #	BRAZIL	NO #	PAKISTAN
NO #	BULGARIA	NO #	PANAMA
NO #	BURMA	NO #	PARAGUAY
NO #	BYELORUSSIAN S.S.R.	NO #	PERU
NO #	CANADA	NO #	PHILIPPINES
NO #	CHILE	NO #	POLAND
NO #	CHINA	NO #	PORTUGAL
NO #	COLOMBIA	NO #	PRE-REVOLUTIONARY JACK
NO #	COLUMBUS' FLAG	NO #	RED CROSS
NO #	COMM. PERRY'S FLAG	NO #	ROYAL AIR FORCE
NO #	CONFEDERATE STATES 1861	NO #	RUMANIA
NO #	CONFEDERATE STATES 1865	NO #	SAUDI ARABIA
NO #	COSTA RICA	NO #	SIAM
NO #	CUBA	NO #	SPAIN
NO #	CZECHOSLOVAKIA	NO #	SWEDEN
NO #	DENMARK	NO #	SWITZERLAND
NO #	DOMINICAN REPUBLIC	NO #	SYRIA
NO #	ECUADOR	NO #	TIBET
NO #	EGYPT	NO #	TRANS JORDAN
NO #	EL SALVADOR	NO #	TURKEY
NO #	ESTONIA	NO #	UKRAINIAN S.S.R.
NO #	ETHIOPIA	NO #	UNION OF SOUTH AFRICA
NO #	FINLAND	NO #	UNITED KINGDOM
NO #	FRANCE	NO #	UNITED STATES
NO #	GENERAL STAFF-FRANCE	NO #	URUGUAY
NO #	GERMANY	NO #	US MARINE CORPS
NO #	GOLD COAST	NO #	USSR (RUSSIA)
NO #	GREECE	NO #	USSR AIR FORCE
NO #	GUATEMALA	NO #	VENEZUELA
NO #	HAITI	NO #	VIKING FLAG
NO #	HONDURAS	NO #	YEMEN
NO #	HUNGARY	NO #	YUGOSLAVIA

### PRICING

NO #	1ST AMERICAN FLAG	5	COMMON	3
NO #	CONFEDERATE STATES 1861	5	SET	325
NO #	CONFEDERATE STATES 1865	5	ONE CENT WRAPPER	35
NO #	UNITED STATES	10	ONE CENT PACK	50

## FLAGS OF THE WORLD - PARADE

Issued As: Parade, Parade Flags

ACC #: R714-6

Issue Date: 1950

Size: 1 3/4" x 2 7/8", 44.5 x 73 mm

Packaging: 1 cent, 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 100

Number of Series: 1

Sheet Size: Unknown



Topps increased the size of the card for their reissue of the *Flags Of All Nations – Soldiers Of The World* set in 1950. Utilizing the same flags as the previous, smaller set, Topps this time set them against a dull gray background. The reverse of the card, so colorful the previous year, was turned into a simple black and white line illustration, using the same drawing and *indicia* from 1949, the drawing slightly reduced in size, with some explanatory text and population and geographic information added. The sparseness of the presentation speaks to the rushed atmosphere surrounding this set. The only other set issued in this size, 1950 *License Plates*, also had dimensions that had similarly increased from the previous year as Topps worked to keep pace with Bowman after the initial success of their gum tab sets.

*Parade* came in both penny and nickel varieties and can be found with either White, tan or gray backs. It's likely these were not printed in the same quantities but no difference in pricing has been noticed. Penny packs housed a card and hunk of gum in a fully sealed pack. The box actually bears a 1949 date, reflecting, according to Chris Benjamin, the date *Parade Gum* was copyrighted. The cards were issued in panels of two for the five cent configuration, three to a pack. As with other Topps sets sold in panels, the nickel packs and wrappers are quite scarce. This was the first issue in a two year run for panelized sets from Topps and surviving examples will have nubs on at least one vertical edge. It is highly probable that all cards were issued in all configurations.

Topps individually numbered each card on the reverse and also grouped them into five haphazard subsets:

Africa	7
The Americas	31
Asia	18
Europe	41
Pacific	3
	<u>100</u>

Card nos. 4 (Belgium) and 87 (Admiral-Netherlands) are both depicted as #14 in the Europe subset but one of them was to have been #20.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html> , Author's Research)

# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

## FLAGS OF THE WORLD – PARADE CHECKLIST

NUMBER	NAME	SUBSET	NO	OF	TAN	GRAY	WHITE	NUMBER	NAME	SUBSET	NO	OF	TAN	GRAY	WHITE
1	GERMANY	EUROPE	2	41				51	PAKISTAN	ASIA	6	18			
2	BOLIVIA	THE AMERICAS	17	31				52	CHINA	ASIA	15	18			
3	TRANSJORDAN	ASIA	1	18				53	NORWAY	EUROPE	8	41			
4	BELGIUM	EUROPE	14	41				54	NICARAGUA	THE AMERICAS	11	31			
5	GOLD COAST	AFRICA	2	7				55	HUNGARY	EUROPE	31	41			
6	AUSTRALIA	PACIFIC	3	3				56	NEW ZEALAND	PACIFIC	1	3			
7	MOROCCO	AFRICA	1	7				57	ADMIRAL-ITALY	EUROPE	12	41			
8	ARGENTINA	THE AMERICAS	16	31				58	LATVIA	EUROPE	30	41			
9	ESTONIA	EUROPE	1	41				59	ABYSSINIA	AFRICA	5	7			
10	AFGHANISTAN	ASIA	12	18				60	ADMIRAL-JAPAN	ASIA	7	18			
11	IRAQ	ASIA	4	18				61	ADMIRAL-GREAT BRITAIN	EUROPE	11	41			
12	URUGUAY	THE AMERICAS	19	31				62	ARMENIA	EUROPE	29	41			
13	IRAN	ASIA	3	18				63	PORTUGAL	EUROPE	28	41			
14	UNITED STATES	THE AMERICAS	18	31				64	GENERAL STAFF, FRANCE	EUROPE	10	41			
15	INDIA	ASIA	2	18				65	EL SALVADOR	THE AMERICAS	29	31			
16	ICELAND	EUROPE	3	41				66	USSR AIR FORCE	EUROPE	9	41			
17	UNITED KINGDOM	EUROPE	22	41				67	EGYPT	AFRICA	6	7			
18	USSR (RUSSIA)	EUROPE	21	41				68	ECUADOR	THE AMERICAS	28	31			
19	HONDURAS	THE AMERICAS	1	31				69	SAUDI ARABIA	ASIA	8	18			
20	1ST AMERICAN FLAG	THE AMERICAS	5	31				70	DOMINICAN REPUBLIC	THE AMERICAS	27	31			
21	UNION OF SOUTH AFRICA	AFRICA	4	7				71	POLAND	EUROPE	13	41			
22	VIKING FLAG	EUROPE	4	41				72	DENMARK	EUROPE	32	41			
23	COMM. PERRY'S FLAG	THE AMERICAS	4	31				73	RUMANIA	EUROPE	36	41			
24	CHILE	THE AMERICAS	22	31				74	THE PHILIPPINES	PACIFIC	2	3			
25	CANADA	THE AMERICAS	21	31				75	PERU	THE AMERICAS	14	31			
26	CONFEDERATE STATES 1865	THE AMERICAS	3	31				76	ALBANIA	EUROPE	35	41			
27	PRE-REVOLUTIONARY JACK	THE AMERICAS	2	31				77	PARAGUAY	THE AMERICAS	13	31			
28	BYELORUSSIAN SSR	EUROPE	23	41				78	COLUMBUS' FLAG	EUROPE	17	41			
29	NETHERLANDS	EUROPE	6	41				79	AUSTRIA	EUROPE	34	41			
30	BURMA	ASIA	13	18				80	ITALY	EUROPE	33	41			
31	BRAZIL	THE AMERICAS	20	31				81	TIBET	ASIA	16	18			
32	MEXICO	THE AMERICAS	6	31				82	ALAMO	THE AMERICAS	15	31			
33	SPAIN	EUROPE	26	41				83	ADMIRAL-NORWAY	EUROPE	16	41			
34	LUXEMBOURG	EUROPE	5	41				84	HAITI	THE AMERICAS	31	31			
35	LIBERIA	AFRICA	3	7				85	ADMIRAL-SPAIN	EUROPE	15	41			
36	SWITZERLAND	EUROPE	25	41				86	GUATEMALA	THE AMERICAS	30	31			
37	LEBANON	ASIA	5	18				87	ADMIRAL-NETHERLANDS	EUROPE	14	41			
38	U.S. MARINE CORPS	THE AMERICAS	10	31				88	UKRANIAN S.S.R.	EUROPE	19	41			
39	YUGOSLAVIA	EUROPE	24	41				89	TURKEY	ASIA	11	18			
40	YEMEN	ASIA	14	18				90	GREECE	EUROPE	38	41			
41	RED CROSS	THE AMERICAS	9	31				91	FRANCE	EUROPE	37	41			
42	VENEZUELA	THE AMERICAS	23	31				92	SYRIA	ASIA	10	18			
43	U.S. ADMIRAL	THE AMERICAS	8	31				93	ETHIOPIA	AFRICA	7	7			
44	CZECHOSLOVAKIA	EUROPE	27	41				94	BULGARIA	EUROPE	41	41			
45	ROYAL AIR FORCE	EUROPE	7	41				95	SWEDEN	EUROPE	18	41			
46	CUBA	THE AMERICAS	26	31				96	IRISH FREE STATE	EUROPE	40	41			
47	CONFEDERATE STATES 1861	THE AMERICAS	7	31				97	SIAM	ASIA	9	18			
48	PANAMA	THE AMERICAS	12	31				98	ISRAEL	ASIA	18	18			
49	COSTA RICA	THE AMERICAS	25	31				99	JAPAN	ASIA	17	18			
50	COLOMBIA	THE AMERICAS	24	31				100	FINLAND	EUROPE	39	41			

### PRICING

20	1ST AMERICAN FLAG	3
26	CONFEDERATE STATES 1865	3
38	U.S. MARINE CORPS	3
41	UNITED STATES	5
47	CONFEDERATE STATES 1861	3
	COMMON (ANY STOCK)	1
	SET (ANY STOCK)	110
	ONE CENT WRAPPER	25
	FIVE CENT WRAPPER	200
	ONE CENT PACK	40
	FIVE CENT PACK	350
	ONE CENT BOX (EMPTY)	150
	FIVE CENT BOX (EMPTY)	125

## FLAGS OF THE WORLD

Issued As: Flags of the World

ACC #: R714-5

Issue Date: 1956

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

Packaging: 1 cent, 5 cent, 10 cent cello

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 80

Number of Series: 1

Sheet Size: 110/220

Topps dramatically changed the look of their third flag issue in seven years for 1956. Using all the available real estate on both front and back of the card, the Giant Size *Flags of the World* featured waving flags set against a very colorful scene from the country represented. A bold name plate completed the obverse and result was one of the better looking sets of the Giant Size era.

The backs had a prominent card number displayed against a small flag silhouette, a number of vital facts and a cartoon feature entitled "How They Say" which on most cards presented phonetically translated spellings of four basic words from the local language: "Hello", "Friend", "Thanks" and "Goodbye", although some countries had different words translated. For English speaking countries, the United States card, which launched the set, featured the Hopi language while Canada's had humorous nicknames for the "Penny", "Hamburger", "Nova Scotian" and "New Brunswicker" while Great Britain, Australia and New Zealand used slang phrases. The set concludes with a flag for the United Nations.

According to the *Non-Sport Bible*, 30 cards were overprinted, purportedly based upon both an uncut sheet observation and collation from vending boxes. The set is so common it's doubtful this has any effect on prices of various singles. *Flags of the World* was reissued in 1970 and in addition to the regular wrapper for that year there is a paper test wrapper associated with the later issue, as well as paper money inserts.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html> , Author's Research)



1956 *Flags of the World* Box (Source Unknown)

**FLAGS OF THE WORLD CHECKLIST**

NUMBER	NAME
1	UNITED STATES
2	IRAN
3	EL SALVADOR
4	SYRIA
5	CEYLON
6	PERU
7	TURKEY
8	HONDURAS
9	UNION OF SOUTH AFRICA
10	BOLIVIA
11	BURMA
12	VENEZUELA
13	GREECE
14	COSTA RICA
15	IRELAND
16	HAITI
17	ICELAND
18	CHINA NATIONALIST
19	CANADA
20	INDONESIA
21	ARGENTINA
22	PANAMA
23	RUSSIA
24	AUSTRIA
25	LIBERIA
26	GREAT BRITAIN
27	ALBANIA
28	BULGARIA
29	ISRAEL
30	SAUDI ARABIA
31	RUMANIA
32	CHINA PEOPLE'S REPUBLIC
33	LEBANON
34	INDIA
35	COLOMBIA
36	JAPAN
37	SOUTH KOREA
38	HUNGARY
39	SWITZERLAND
40	FRANCE

NUMBER	NAME
41	PHILIPPINES
42	BRAZIL
43	IRAQ
44	DENMARK
45	NICARAGUA
46	AFGHANISTAN
47	PORTUGAL
48	ETHIOPIA
49	POLAND
50	CUBA
51	ALGERIA
52	TIBET
53	THAILAND
54	SPAIN
55	GERMANY WEST
56	LUXEMBURG
57	PARAGUAY
58	ITALY
59	AUSTRALIA
60	URUGUAY
61	ECUADOR
62	INDOCHINA
63	YUGOSLAVIA
64	LIBYA
65	SWEDEN
66	CZECHOSLOVAKIA
67	MEXICO
68	NEW ZEALAND
69	CHILE
70	JORDAN
71	EGYPT
72	PAKISTAN
73	DOMINICAN REPUBLIC
74	FINLAND
75	BELGIUM
76	NETHERLANDS
77	NORWAY
78	GUATEMALA
79	MONACO
80	UNITED NATIONS

**PRICING**

1	UNITED STATES	4
	COMMON	2
	SET	150
	ONE CENT WRAPPER	25
	FIVE CENT WRAPPER	25
	ONE CENT PACK	50
	FIVE CENT PACK	200
	ONE CENT BOX (EMPTY)	200
	FIVE CENT BOX (EMPTY)	200

## FLIP-O-VISION

Issued As: Flip-O-Vision

ACC #: R710-2

Issue Date: 1949

Size: 1 7/8" x 1 11/32", 48 x 33 mm (single), 1 7/8" x 4", 48 x 100 mm (panel)

Packaging: 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 40 known

Number of Series: 2?

Sheet Size: Unknown



Cover

Interior Page

Reverse

Featured in an April, 1949 price list, *Flip-O-Vision* was one of the earliest Topps paper products. Advertised as “The Movie Maker Bubble Gum”, these tiny flip movie books competed with both a similar Bowman product and a Post cereal insert in the spring and summer of 1949 although it’s unclear if they were ever distributed in large numbers outside of New York City.

Sold only in nickel packs with a large, presumably scored, slab of gum, *Flip-O-Vision* required the purchaser to detach 30 thin, lightly perforated paper “frames” from 10 three frame panels (that were actually one, continuous strip of 30, folded accordion style measuring 40 inches in length overall!), then order each frame in sequence (each was numbered at the bottom, with the exception of some title frames) and use a rubber band to hold the flip movie together before riffling the deck to show a short filmed sequence. As one would expect given such use, intact panels are quite scarce today.

The completed books, which featured a title leaf advertising the name of the movie and stars, plus the number of the specific “Topps Production” and often a teaser for a feature film, also suffered greatly and surviving examples are hard to find; only lack of interest keeps prices somewhat flat, although certain productions command a premium due to the actor or actress portrayed. Advertising for the series blurred the line between fact and fiction, trumpeting stars such as Bob Hope and bandleader Kay Kyser along with characters like Joe Palooka and Dick Tracy, indicating Topps was targeting a broad audience with the set. Most productions were filmed exclusively using a special camera, which must have made this an expensive set to produce.

*Flip-O-Vision* was tied to a promotional scheme in New York City where a theater would display a sign that announced anyone presenting a flipbook with the “Mystery Star of the Week” would receive a special prize. No such prize has been associated with Topps, so it is assumed each theater made their own arrangements. According to the October 1, 1949 edition of the *Card Collectors Bulletin*, this promotion resulted in brisk sales of the product near movie houses. However by the winter of 1950, Topps was dumping overstock of the five cent packs via trade ads; this purge of overstock may have continued via a third party coupon promotion well into 1952 as well.



A glassine insert designed to separate the gum from the movies inside the pack advertised 49 Stars and Characters in the series, without identifying titles (some stars appear in multiple productions) and numbers up to 60 are known, with 40 confirmed subjects. Productions presently unconfirmed may indicate legal action was threatened by some stars or studios.

It is unknown if Topps originally planned to produce 49 or more Productions or deliberately left some holes in the numbering but one of the stars considered noteworthy enough to use in the advertising, Kay Kyser, is Production No. 58; he also appears on the glassine pack insert checklist. A second run seems to have been produced though as Production No. 57 features scenes from the Marx Brothers "Love Happy" (featuring a young Marilyn Monroe), a movie that did not premiere until October 12, 1949 (after the *Card Collectors Bulletin* article appeared) and did not screen in New York City until April 7, 1950. There is also a variation of Production No. 17, starring Roddy McDowall and which can be found with either "Look Mom, No Teeth" or "Dollar Scholar" as the title; it is presently unknown if each has different scenes within.

A large trove of Productions was auctioned on eBay in April 2013 which did not turn up any of the 20 unknown productions. This strongly suggests a print run of 20 subjects per series with extensive skip numbering, especially above number 30. It has not yet been determined if all of the original 49 advertised stars and characters saw issue with the first run but it seems possible the second run may have been intended for national distribution after the first was only issued in New York City or just the Northeast. This "second run" was likely curtailed given the gaps in the latter part of the set. Presumed "no-prints" are nos. 5, 13, 15, 24, 29, 31, 33, 35, 36, 37, 38, 41, 43, 44, 45, 48, 50, 51, 54 and 55.

Some title leaves feature the name of a movie over that of the star while others reverse this order; why this occurred is not clear. It is also unclear if *Flip-O-Vision* is also tied in with a small, gum tab sized insert depicting a mini lobby card for the movie "Yes Sir, That's My Baby", released in August of 1949 but Topps was obviously tying their advertising to current movies no matter what the connection.

#### Stars and Characters Advertised on Pack Insert

Abbott & Costello	Vic Damone	Margaret O'Brien
The Aldrich Family	Johnny Desmond	Joe Palooka
Morey Amsterdam	Kirk Douglas	Bert Parks
Vince Barnett	Jimmy Durante	The Pied Pipers
William Bendix	Leon Errol	Buddy Rich
Bomba, The Jungle Boy	Billy Gilbert	Lanny Ross
Johnny Mack Brown	Leo Gorcey	Peggy Ryan
Burns & Allen	Jack Haley	Al Schacht
Cab Calloway	Bob Hope	Red Skelton
Rod Cameron	Ina Ray Hutton	Jimmy Stewart
Harry Carey, Jr.	Kay Kyser	Dick Tracy
Jack Carson	Arthur Lake	Rudy Vallee
Charlie Chan	Harpo Marx	Jimmy Wakely
Senator Claghorn	The Marx Bros	Johnny Weismuller
Lois Collier	Roddy McDowall	Tex Williams
Bing Crosby	Victor Moore	Whip Wilson
		Henny Youngman

Names on the above list that do not appear in the set are: Abbott & Costello, William Bendix, Bud Cameron, Harry Carey, Jr., Jack Carson, Lois Collier, Jimmy Durante, Arthur Lake, The Pied Pipers, Lanny Ross and Red Skelton. In addition The Ink Spots are in the set but not on the list.

Topps' interest in flip books may have led to their involvement with and subsequent purchase of Russell Publishing, which eventually resulted in the 1951 *Baseball Candy* sets. The initial approach by Topps into the baseball card market was originally conceived of as a series of flip books before a different direction was taken. Perhaps the lack of a sell through on the nationally issued product caused their brass to change their minds and pursue cards for their inaugural baseball set instead.

There is a degree of correlation between the subjects of the various *Flip-o-vision* productions and the 45 card long Movie Stars in Series J of the second series of *Magic Photo*, which was also a 1949 release.

The numbered checklist is incomplete and is also incorrect in some guides with multiple numbers and productions mixed up. The checklist appearing here is as complete as possible and is based upon sightings of scans and pictures of each Production listed.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, Card Collector's Bulletin #62, <http://drewfriedman.blogspot.com/2012/03/topps-flipovision.html>, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html>, Author's Research)



Intact *Flip-O-Vision* Booklets (Courtesy Legendary Auctions)

## FLIP-O-VISION CHECKLIST

NUMBER	NAME	TITLE	NOTE	BOOK	PANEL
1	JOE PALOOKA		AS PLAYED BY JOE KIRKWOOD...		
2	VICTOR MOORE	"EAT THOSE WORDS"	STAR OF STAGE AND SCREEN		
3	DICK TRACY		AS PLAYED BY RALPH BYRD "DICK TRACY..."		
4	MOREY AMSTERDAM	"SWANKY HANKY"	FAMOUS COMEDIAN OF RADIO, STAGE...		
5					
6	BUDDY RICH	"BUBBLE BEAT"	NATIONALLY FAMOUS BAND LEADER...		
7	HARPO MARX	"BUBBLE SMOKE"	STAR OF THE LESTER COWAN PRODUCTION...		
8	JIMMY WAKELY	"DATING TIME"	SINGING STAR OF MONOGRAM PICTURES...		
9	BING CROSBY	"A KNIGHT FOR LOVE"	STAR OF A "CONNECTICUT YANKEE..."		
10	JIMMY STEWART		APPEARING AS MONTY STRATTON...		
11	INA RAY HUTTON	"SONG HIT"			
12	WHIP WILSON				
13					
14	THE INK SPOTS		EXCLUSIVELY FEATURED ON DECCA RECORDS		
15					
16	VINCE BARNETT	"EGG NOODLE"	FAMOUS MOVIE COMEDIAN		
17	RODDY McDOWALL	"DOLLAR SCHOLAR"	STAR OF ALLIED ARTISTS' "TUNA CLIPPER"		
17	RODDY McDOWALL	"LOOK MOM, NO TEETH"	STAR OF ALLIED ARTISTS' "TUNA CLIPPER"		
18	PEGGY RYAN	"YAWNING FOR YOU"	STAR OF THE EAGLE-LION RELEASE...		
19	BERT PARKS				
20	JOHNNY MACK BROWN	"GUN PLAY"	STAR OF "TRAIL'S END" IN A MONOGRAM...		

## FLIP-O-VISION CHECKLIST

NUMBER	NAME	TITLE	NOTE	BOOK	PANEL
21	MARGARET O'BRIEN		APPEARING AS "BETH"...		
22	RUDY VALLEE	"HAT HAPPY"	STAR OF STAGE, SCREEN AND RADIO		
23	BURNS & ALLEN	"THE EAR BENDER"	POPULAR COMEDY RADIO STARS.		
24					
25	KIRK DOUGLAS		STAR OF "THE CHAMPION"...		
26	JOHNNY DESMOND	"NUMBER PLEASE"	SINGING STAR OF THE MUTUAL NETWORK		
27	BOB HOPE	"WHY WORRY-HOPE!!"	STAR OF "SORROWFUL JONES"...		
28	JACK HALEY	"SMOKER JOKER"	COMEDY STAR OF "INSIDE U.S.A."		
29					
30	"JAVELIN ANY FUN?"	BOMBA THE JUNGLE BOY	PLAYED BY JOHNNY SHEFFIELD...		
31					
32	TEX WILLIAMS	"GUI-TAR LONG LITTLE DOGGIE"	COWBOY STAR OF RADIO AND MOTION...		
33					
34	JOHNNY WEISMULLER	"JUNGLE JIM"	STAR OF COLUMBIA PICTURES'...		
35					
36					
37					
38					
39	CHARLIE CHAN		AS PLAYED BY ROLAND WINTERS...		
40	BILLY GILBERT	"AT-CHOO, HONEY?"	STAR OF STAGE, SCREEN AND TELEVISION		
41					
42	VIC DAMONE	"SWOON TUNE"	SINGING STAR OF N.B.C. AND MERCURY...		
43					
44					
45					
46	HENNY YOUNGMAN	"FIDDLE FUN"	COMIC STAR OF STAGE, SCREEN AND RADIO		
47	THE MARX BROTHERS	"MR. MISSED HER KISSER"	STARS OF UNITED ARTISTS' "LOVE HAPPY"...		
48					
49	CAB CALLOWAY	"HI-DE-HO"	FAMOUS COMPOSER AND BANDLEADER		
50					
51					
52	AL SCHACHT	"PITCH AND GO"	CLOWN PRINCE OF BASEBALL		
53	LEON ERROL	"OLD FOGY STOGEY"	NOW PLAYING IN MONOGRAM PICTURES...		
54					
55					
56	THE ALDRICH FAMILY	"BALLOON GOONS"	PLAYED BY EZRA STONE AND JACKIE KELK...		
57	HARPO	"LOVE HAPPY"	OF THE FAMOUS MARX BROS. ...		
58	KAY KYSER	"IT WOODEN WHISTLE"	STAR OF THE A.B.C. NETWORK SHOW...		
59	SENATOR CLAGHORN	"IT'S A JOKE, SON"	PLAYED BY KENNY DELMAR...		
60	LEO GORCEY	"IT'S MOIDER"	STAR OF MONOGRAM PICTURES...		

### PRICING

7	HARPO MARX	50
47	THE MARX BROTHERS (MARILYN MONROE)	250
52	AL SCHACHT	50
57	HARPO (MARILYN MONROE)	250
	COMMON PRODUCTION (30 DETACHED)	20
	COMMON PRODUCTION (ACCORDION PANEL)	100
	SET (DETACHED)	SPEC.
	SET (PANEL)	SPEC.
	PANEL MULTIPLIER	5 X
	FIVE CENT WRAPPER	200
	FIVE CENT PACK	300
	FIVE CENT BOX (EMPTY)	250

## FOOTBALL

**Issued As:** Football

**ACC #:** R415-4

**Issue Date:** 1956

**Size:** 2 5/8" x 3 3/4", 67.5 x 95.5 mm

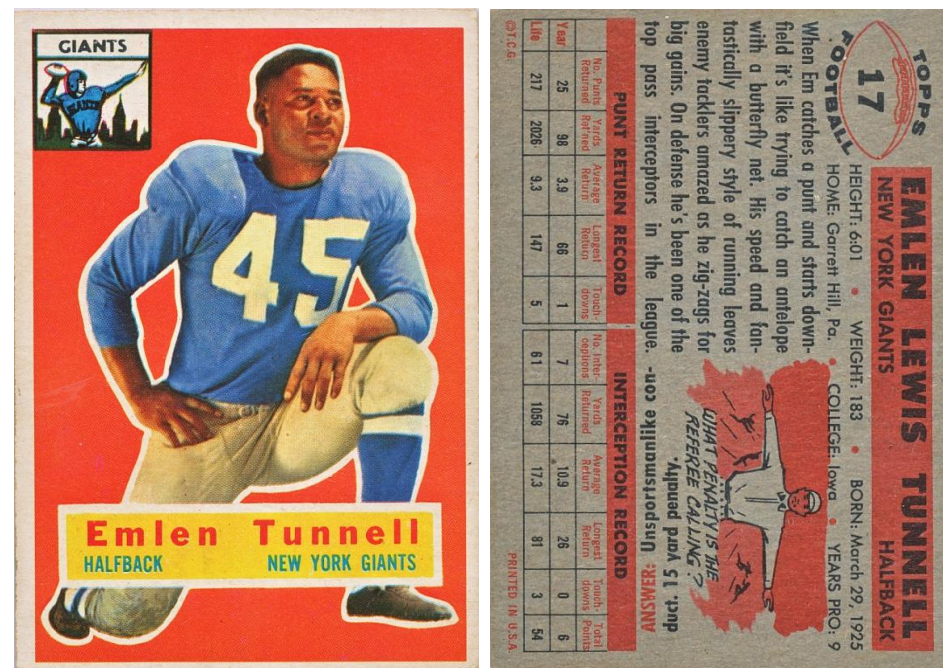
**Packaging:** 1 cent, 5 cent, 10 cent clear cellophane

**Manufacturer:** Topps Chewing Gum, Inc.

**Base Set Size:** 120 + 1 Checklist + 5 Contest Cards

**Number of Series:** 1

**Sheet Size:** 110/220



Topps issued their only Giant Size NFL cards in 1956, following the purchase of Bowman and acquisition of their football license. Using a bold color scheme, where each team had backgrounds all in the same color, only nine players from each of the twelve teams were represented, along with a team card. A team logo and nameplate completed the obverse. The backs of the cards are well laid out and feature vital statistics, a cartoon, text and playing stats. A checklist and five contest cards also found their way into packs—"pushed" in as they were not printed with the rest of the set.

Cards of the Cardinals and Redskins are short printed and the generally accepted theory is that one half sheet of 110 cards had one team while the otherwise similar half sheet had the other. Every other team would appear twice on the half sheet except those two. Mike Thomas, a noted football card collector and researcher, has observed a partial sheet and extrapolated how the half sheet was laid out. Thomas believes the Redskins may have appeared at the top of the second half sheet as they seem harder to find than the Cardinals cards.

Of note is the way the sheets were composed; each team appeared in the same row on the sheet (although they were not consecutively numbered) and the team card would occupy either the rightmost slot or the left in alternating rows. It also appears the teams were printed in reverse alphabetical order on the sheet and were designed to keep repeating in this same order on the unnumbered checklist card. Every team's card numbers increase by 12 from the prior subject's number as well.

This patterning of the cards was something Topps was just starting to do and would culminate in the 1960's in an array of different sets. It is worth noting Bowman would use patterns such as this and it may not have been a Topps brainstorm. Here is the array as theorized by Mike Thomas:

#### Half Sheet A

San Francisco 49ers (Blue)  
Pittsburgh Steelers (Light Green)  
Philadelphia Eagles (Orange)  
New York Giants (Red)  
Los Angeles Rams (Red)  
Green Bay Packers (Red)  
Detroit Lions (Red)  
Cleveland Browns (Bright Blue)  
Chicago Cardinals (Pale Blue)  
Chicago Bears (Yellow)  
Baltimore Colts (Orange)

#### Half Sheet B

Washington Redskins (Bright Green)  
San Francisco 49ers (Blue)  
Pittsburgh Steelers (Light Green)  
Philadelphia Eagles (Orange)  
New York Giants (Red)  
Los Angeles Rams (Red)  
Green Bay Packers (Red)  
Detroit Lions (Red)  
Cleveland Browns (Bright Blue)  
Chicago Bears (Yellow)  
Baltimore Colts (Orange)

In addition to the checklist, Topps capitalized on the fact 1956 was the first year the NFL had a national TV contract and five contest cards also could be found in the packs. The contest cards prominently advertised *Bazooka* and encouraged the youths of the day to predict the scores of two games. Numbered as 1, 2, or 3 for games of October 14th games and A and B for games on November 25<sup>th</sup>, the contest cards are prized today as so many were tossed or sent in to Topps. Cards advertising the November 25th games are in somewhat shorter supply then the ones with the October 14<sup>th</sup> tilts. A third, or "C" card from November 25<sup>th</sup> has long been rumored to have been issued but no evidence exists to suggest it was ever printed or distributed.


While popular today with collectors, the 1956 Football set is somewhat lacking in rookie cards due to the prior dominance of Bowman. This is balanced by the excellent player selection and availability of the base cards in higher grades. The large card size is also a plus as are the team cards and the excellent photography throughout. It is alleged that vending boxes held cards cut slightly larger than the pack issued varieties.

(Sources: *Beckett Football Card Price Guide 25<sup>th</sup> Edition*, Mike Thomas, <http://footballcardgallery.com> , PSA Set Registry, Author's Research)

TOPPS PROFESSIONAL FOOTBALL CHECK LIST			
1 Carson-Redskins	24 Campanella - Colts	49 LeBaron - Redskins	
2 Soltou-49ers		50 McElhenney-49ers	
3 Varrichione - Steelers	25 Heath-Redskins	51 Marchibroda - Steelers	
4 Bell-Eagles	26 49ers-Team		
5 Webster-Giants	27 Flanagan - Rams	52 Burk-Eagles	
6 Van Brocklin - Rams	28 Bednarik-Eagles	53 Gifford-Giants	
7 Packers-Team	29 K. Rote-Giants	54 Taogood-Rams	
8 Crum-Lions	30 Richter-Rams	55 T. Rote-Packers	
9 Gron-Browns	31 Ferguson-Packers	56 Sits-Lions	
10 Bismann - Cardinals	32 Dibble-Lions	57 Cato-Browns	
11 Blonda-Bears	33 Konz-Browns	58 Matson-Cardinals	
12 Ameche-Colts	34 Mann-Cardinals	59 Hill-Bears	
13 Janowicz - Redskins	35 Cesares-Bears	60 Moore-Colts	
14 Moogle-49ers	36 Donovan-Colts	61 Redskins-Team	
15 Rogel-Steelers	37 Drzenavich - Redskins	62 Wilson-49ers	
16 Giancanelli - Eagles	38 Arenas-49ers	63 Steelers-Team	
17 Tunnell-Giants	39 Chondros - Steelers	64 Pellegrini-Eagles	
18 Younger-Rams	40 Eagles-Team	65 McKee-Giants	
19 Howton-Packers	41 R. Brown-Giants	66 Sherman-Rams	
20 Christiansen - Lions	42 Fears-Rams	67 Zatkoff-Packers	
21 Brewster-Browns	43 Knaflec-Packers	68 Middleton-Lions	
22 Cardinals-Team	44 Schmidt-Lions	69 Renfro-Browns	
23 E. Brown-Bears	45 Browns-Team	70 Stonesifer - Cardinals	
	46 Teevies-Cardinals	71 Jones-Bears	
	47 George-Bears	72 Muths-Bears	
	48 Calts-Team	73 Calts-Team	




1956 Football Check List

(Author's Collection)



BAZOOKA JOE SAYS:

**WIN THESE GREAT PRIZES!**

IN THE **Bazooka** BUBBLE GUM

**FOOTBALL CONTEST**

It's fun,—and it's easy, if you know your Football. Just write in the final scores of these two Professional Football Games to be played:

**SUNDAY, NOVEMBER 25th**

Chicago Bears \_\_\_\_\_ vs. N.Y. Giants \_\_\_\_\_

L.A. Rams \_\_\_\_\_ vs. Baltimore Colts \_\_\_\_\_

Fill in the above scores. Mail your entry with 5 Bazooka 1¢ or 1 BAZOOKA nickel wrapper to BAZOOKA CONTEST, Box 55, Brooklyn, 32, N. Y., now or any time before November 19th.

**ENTER EARLY! ENTER OFTEN!**

See the simple rules on the other side.

1956 Football Contest Card



# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 to 1956

## FOOTBALL CHECKLIST

NUMBER	NAME	TEAM
1	JACK CARSON	WASHINGTON REDSKINS
2	GORDON SOLTAU	SAN FRANCISCO 49ER'S
3	FRANK VARRICHIONE	PITTSBURGH STEELERS
4	EDDIE BELL	PHILADELPHIA EAGLES
5	ALEX WEBSTER	NEW YORK GIANTS
6	NORM VAN BROCKLIN	LOS ANGELES RAMS
7	GREEN BAY PACKERS TEAM	GREEN BAY PACKERS
8	LOU CREEKMUR	DETROIT LIONS
9	LOU GROZA	CLEVELAND BROWNS
10	TOM BIENEMANN	CHICAGO CARDINALS
11	GEORGE BLANDA	CHICAGO BEARS
12	ALAN AMECHE	BALTIMORE COLTS
13	VIC JANOWICZ	WASHINGTON REDSKINS
14	DICK MOEGLE	SAN FRANCISCO 49ER'S
15	FRAN ROGEL	PITTSBURGH STEELERS
16	HAL GIANCANELLI	PHILADELPHIA EAGLES
17	EMLIN TUNNELL	NEW YORK GIANTS
18	PAUL YOUNGER	LOS ANGELES RAMS
19	BILL HOWTON	GREEN BAY PACKERS
20	JACK CHRISTIANSEN	DETROIT LIONS
21	DARRELL "PETE" BREWSTER	CLEVELAND BROWNS
22	CHICAGO CARDINALS TEAM	CHICAGO CARDINALS
23	ED BROWN	CHICAGO BEARS
24	JOE CAMPANELLA	BALTIMORE COLTS
25	LEON HEATH	WASHINGTON REDSKINS
26	SAN FRANCISCO 49ER'S TEAM	SAN FRANCISCO 49ER'S
27	DICK FLANAGAN	PITTSBURGH STEELERS
28	CHUCK BEDNARIK	PHILADELPHIA EAGLES
29	KYLE ROTE	NEW YORK GIANTS
30	LES RICHTER	LOS ANGELES RAMS
31	HOWARD FERGUSON	GREEN BAY PACKERS
32	DORNE DIBBLE	DETROIT LIONS
33	KEN KONZ	CLEVELAND BROWNS
34	DAVE MANN	CHICAGO CARDINALS
35	RICK CASARES	CHICAGO BEARS
36	ART DONOVAN	BALTIMORE COLTS
37	CHUCK DRAZENOVICH	WASHINGTON REDSKINS
38	JOE ARENAS	SAN FRANCISCO 49ER'S
39	LYNN CHANDNOIS	PITTSBURGH STEELERS
40	PHILADELPHIA EAGLES TEAM	PHILADELPHIA EAGLES
41	ROOSEVELT BROWN	NEW YORK GIANTS
42	TOM FEARS	LOS ANGELES RAMS
43	GARY KNAPFELC	GREEN BAY PACKERS
44	JOE SCHMIDT	DETROIT LIONS
45	CLEVELAND BROWNS TEAM	CLEVELAND BROWNS
46	LEE TEEUWS	CHICAGO CARDINALS
47	BILL GEORGE	CHICAGO BEARS
48	BALTIMORE COLTS TEAM	BALTIMORE COLTS
49	EDDIE LeBARON	WASHINGTON REDSKINS
50	HUGH McELHENNY	SAN FRANCISCO 49ER'S
51	TED "BUTCH" MARCHIBRODA	PITTSBURGH STEELERS
52	ADRIAN BURK	PHILADELPHIA EAGLES
53	FRANK GIFFORD	NEW YORK GIANTS
54	CHARLES TOOGOOD	LOS ANGELES RAMS
55	TOBIN ROTE	GREEN BAY PACKERS
56	BILL STITS	DETROIT LIONS
57	DON COLO	CLEVELAND BROWNS
58	OLLIE MATSON	CHICAGO CARDINALS
59	HARLAN HILL	CHICAGO BEARS
60	LENNY MOORE	BALTIMORE COLTS
61	WASHINGTON REDSKINS TEAM	WASHINGTON REDSKINS
62	BILLY WILSON	SAN FRANCISCO 49ER'S
63	PITTSBURGH STEELERS TEAM	PITTSBURGH STEELERS

NUMBER	NAME	TEAM
64	BOB PELLEGRINI	PHILADELPHIA EAGLES
65	KEN MacAFEE	NEW YORK GIANTS
66	WILLARD SHERMAN	LOS ANGELES RAMS
67	BOB ZATKOFF	GREEN BAY PACKERS
68	DAVE MIDDLETON	DETROIT LIONS
69	RAY RENFRO	CLEVELAND BROWNS
70	DON STONESIFER	CHICAGO CARDINALS
71	STAN JONES	CHICAGO BEARS
72	JIM MUTSCHELLER	BALTIMORE COLTS
73	VOLNEY PETERS	WASHINGTON REDSKINS
74	LEO NOMELLINI	SAN FRANCISCO 49ER'S
75	RAY MATHEWS	PITTSBURGH STEELERS
76	DICK BIELSKI	PHILADELPHIA EAGLES
77	CHARLIE CONERLY	NEW YORK GIANTS
78	ELROY HIRSCH	LOS ANGELES RAMS
79	BILL FORESTER	GREEN BAY PACKERS
80	JIM DORAN	DETROIT LIONS
81	FRED MORRISON	CLEVELAND BROWNS
82	JACK SIMMONS	CHICAGO CARDINALS
83	BILL McCOLL	CHICAGO BEARS
84	BERT RECHICHAR	BALTIMORE COLTS
85	JOE SCUDERO	WASHINGTON REDSKINS
86	Y.A. TITTLE	SAN FRANCISCO 49ER'S
87	ERNIE STAUTNER	PITTSBURGH STEELERS
88	NORM WILLEY	PHILADELPHIA EAGLES
89	BOB SCHNELKER	NEW YORK GIANTS
90	DAN TOWLER	LOS ANGELES RAMS
91	JOHN MARTINKOVIC	GREEN BAY PACKERS
92	DETROIT LIONS TEAM	DETROIT LIONS
93	GEORGE RATTERMAN	CLEVELAND BROWNS
94	CHUCK ULRICH	CHICAGO CARDINALS
95	BOBBY WATKINS	CHICAGO BEARS
96	BUDDY YOUNG	BALTIMORE COLTS
97	BILLY WELLS	WASHINGTON REDSKINS
98	BOB TONEFF	SAN FRANCISCO 49ER'S
99	BILL McPEAK	PITTSBURGH STEELERS
100	BOBBY THOMASON	PHILADELPHIA EAGLES
101	ROOSEVELT GRIER	NEW YORK GIANTS
102	RON WALLER	LOS ANGELES RAMS
103	BOBBY DILLON	GREEN BAY PACKERS
104	LEON HART	DETROIT LIONS
105	MIKE McCORMACK	CLEVELAND BROWNS
106	JOHN OLSZEWSKI	CHICAGO CARDINALS
107	BILL WIGHTKIN	CHICAGO BEARS
108	GEORGE SHAW	BALTIMORE COLTS
109	DALE ATKESON	WASHINGTON REDSKINS
110	JOE PERRY	SAN FRANCISCO 49ER'S
111	DALE DODRILL	PITTSBURGH STEELERS
112	TOM SCOTT	PHILADELPHIA EAGLES
113	NEW YORK GIANTS TEAM	NEW YORK GIANTS
114	LOS ANGELES RAMS TEAM	LOS ANGELES RAMS
115	AL CARMICHAEL	GREEN BAY PACKERS
116	BOBBY LAYNE	DETROIT LIONS
117	ED MODZELEWSKI	CLEVELAND BROWNS
118	LAMAR McHAN	CHICAGO CARDINALS
119	CHICAGO BEARS TEAM	CHICAGO BEARS
120	BILLY VESSELS	BALTIMORE COLTS
NNO	CHECKLIST	
NNO	CONTEST CARD 1	
NNO	CONTEST CARD 2	
NNO	CONTEST CARD 3	
NNO	CONTEST CARD A	
NNO	CONTEST CARD B	

### PRICING

1	JOHN CARSON	20
11	GEORGE BLANDA	15
22	CHICAGO CARDINALS TEAM	20
28	CHUCK BEDNARIK	15
41	ROOSEVELT BROWN	20
47	BILL GEORGE	15
49	EDDIE LeBARON	25
53	FRANK GIFFORD	15
58	OLLIE MATSON	20
60	LENNY MOORE	15
61	WASHINGTON REDSKINS TEAM	20
86	Y.A. TITTLE	15
101	ROOSEVELT GRIER	15
110	JOE PERRY	15
116	BOBBY LAYNE	15
120	BILLY VESSELS	15
NNO	CHECKLIST	75

NNO	CONTEST CARD 1	75
NNO	CONTEST CARD 2	75
NNO	CONTEST CARD 3	75
NNO	CONTEST CARD A	100
NNO	CONTEST CARD B	100
	COMMON	2
	SUPER COMMON, TEAM CARD	5
	SHORT PRINT (CARDS, 'SKINS)	8
	SEMI STAR	10
	BASE SET (120)	750
	ONE CENT WRAPPER	50
	FIVE CENT WRAPPER	60
	ONE CENT PACK	150
	FIVE CENT PACK	500
	TEN CENT PACK (TCG)	SPEC.
	ONE CENT BOX (EMPTY)	200
	FIVE CENT BOX (EMPTY)	250

## FOOTBALL CHECKLIST

### BY TEAM

NUMBER	NAME	TEAM
12	ALAN AMECHE	BALTIMORE COLTS
24	JOE CAMPANELLA	BALTIMORE COLTS
36	ART DONOVAN	BALTIMORE COLTS
48	BALTIMORE COLTS TEAM	BALTIMORE COLTS
60	LENNY MOORE	BALTIMORE COLTS
72	JIM MUTSCHELLER	BALTIMORE COLTS
84	BERT RECHICHAR	BALTIMORE COLTS
96	BUDDY YOUNG	BALTIMORE COLTS
108	GEORGE SHAW	BALTIMORE COLTS
120	BILLY VESSELS	BALTIMORE COLTS
11	GEORGE BLANDA	CHICAGO BEARS
23	ED BROWN	CHICAGO BEARS
35	RICK CASARES	CHICAGO BEARS
47	BILL GEORGE	CHICAGO BEARS
59	HARLAN HILL	CHICAGO BEARS
71	STAN JONES	CHICAGO BEARS
83	BILL MCCOLL	CHICAGO BEARS
95	BOBBY WATKINS	CHICAGO BEARS
107	BILL WIGHTKIN	CHICAGO BEARS
119	CHICAGO BEARS TEAM	CHICAGO BEARS
10	TOM BIENEMANN	CHICAGO CARDINALS
22	CHICAGO CARDINALS TEAM	CHICAGO CARDINALS
34	DAVE MANN	CHICAGO CARDINALS
46	LEE TEEUWS	CHICAGO CARDINALS
58	OLLIE MATSON	CHICAGO CARDINALS
70	DON STONESIFER	CHICAGO CARDINALS
82	JACK SIMMONS	CHICAGO CARDINALS
94	CHUCK ULRICH	CHICAGO CARDINALS
106	JOHN OLSZEWSKI	CHICAGO CARDINALS
118	LAMAR McHAN	CHICAGO CARDINALS
9	LOU GROZA	CLEVELAND BROWNS
21	DARRELL "PETE" BREWSTER	CLEVELAND BROWNS
33	KEN KONZ	CLEVELAND BROWNS
45	CLEVELAND BROWNS TEAM	CLEVELAND BROWNS
57	DON COLO	CLEVELAND BROWNS
69	RAY RENFRO	CLEVELAND BROWNS
81	FRED MORRISON	CLEVELAND BROWNS
93	GEORGE RATTERMAN	CLEVELAND BROWNS
105	MIKE McCORMACK	CLEVELAND BROWNS
117	ED MODZELEWSKI	CLEVELAND BROWNS
8	LOU CREEKMUR	DETROIT LIONS
20	JACK CHRISTIANSEN	DETROIT LIONS
32	DORNE DIBBLE	DETROIT LIONS
44	JOE SCHMIDT	DETROIT LIONS
56	BILL STITS	DETROIT LIONS
68	DAVE MIDDLETON	DETROIT LIONS
80	JIM DORAN	DETROIT LIONS
92	DETROIT LIONS TEAM	DETROIT LIONS
104	LEON HART	DETROIT LIONS
116	BOBBY LAYNE	DETROIT LIONS
7	GREEN BAY PACKERS TEAM	GREEN BAY PACKERS
19	BILL HOWTON	GREEN BAY PACKERS
31	HOWARD FERGUSON	GREEN BAY PACKERS
43	GARY KNAFELC	GREEN BAY PACKERS
55	TOBIN ROTE	GREEN BAY PACKERS
67	BOB ZATKOFF	GREEN BAY PACKERS
79	BILL FORESTER	GREEN BAY PACKERS
91	JOHN MARTINKOVIC	GREEN BAY PACKERS
103	BOBBY DILLON	GREEN BAY PACKERS
115	AL CARMICHAEL	GREEN BAY PACKERS

NUMBER	NAME	TEAM
6	NORM VAN BROCKLIN	LOS ANGELES RAMS
18	PAUL YOUNGER	LOS ANGELES RAMS
30	LES RICHTER	LOS ANGELES RAMS
42	TOM FEARS	LOS ANGELES RAMS
54	CHARLES TOOGOOD	LOS ANGELES RAMS
66	WILLARD SHERMAN	LOS ANGELES RAMS
78	ELROY HIRSCH	LOS ANGELES RAMS
90	DAN TOWLER	LOS ANGELES RAMS
102	RON WALLER	LOS ANGELES RAMS
114	LOS ANGELES RAMS TEAM	LOS ANGELES RAMS
5	ALEX WEBSTER	NEW YORK GIANTS
17	EMLIN TUNNELL	NEW YORK GIANTS
29	KYLE ROTE	NEW YORK GIANTS
41	ROOSEVELT BROWN	NEW YORK GIANTS
53	FRANK GIFFORD	NEW YORK GIANTS
65	KEN MacAFEE	NEW YORK GIANTS
77	CHARLIE CONERLY	NEW YORK GIANTS
89	BOB SCHNELKER	NEW YORK GIANTS
101	ROOSEVELT GRIER	NEW YORK GIANTS
113	NEW YORK GIANTS TEAM	NEW YORK GIANTS
4	EDDIE BELL	PHILADELPHIA EAGLES
16	HAL GIANCANELLI	PHILADELPHIA EAGLES
28	CHUCK BEDNARIK	PHILADELPHIA EAGLES
40	PHILADELPHIA EAGLES TEAM	PHILADELPHIA EAGLES
52	ADRIAN BURK	PHILADELPHIA EAGLES
64	BOB PELLEGRINI	PHILADELPHIA EAGLES
76	DICK BIELSKI	PHILADELPHIA EAGLES
88	NORM WILLEY	PHILADELPHIA EAGLES
100	BOBBY THOMASON	PHILADELPHIA EAGLES
112	TOM SCOTT	PHILADELPHIA EAGLES
3	FRANK VARRICHIONE	PITTSBURGH STEELERS
15	FRAN ROGEL	PITTSBURGH STEELERS
27	DICK FLANAGAN	PITTSBURGH STEELERS
39	LYNN CHANDNOIS	PITTSBURGH STEELERS
51	TED "BUTCH" MARCHIBRODA	PITTSBURGH STEELERS
63	PITTSBURGH STEELERS TEAM	PITTSBURGH STEELERS
75	RAY MATHEWS	PITTSBURGH STEELERS
87	ERNIE STAUTNER	PITTSBURGH STEELERS
99	BILL McPEAK	PITTSBURGH STEELERS
111	DALE DODRILL	PITTSBURGH STEELERS
2	GORDON SOLTAU	SAN FRANCISCO 49ER'S
14	DICK MOEGLE	SAN FRANCISCO 49ER'S
26	SAN FRANCISCO 49ER'S TEAM	SAN FRANCISCO 49ER'S
38	JOE ARENAS	SAN FRANCISCO 49ER'S
50	HUGH McELHENNY	SAN FRANCISCO 49ER'S
62	BILLY WILSON	SAN FRANCISCO 49ER'S
74	LEO NOMELLINI	SAN FRANCISCO 49ER'S
86	Y.A. TITTLE	SAN FRANCISCO 49ER'S
98	BOB TONEFF	SAN FRANCISCO 49ER'S
110	JOE PERRY	SAN FRANCISCO 49ER'S
1	JACK CARSON	WASHINGTON REDSKINS
13	VIC JANOWICZ	WASHINGTON REDSKINS
25	LEON HEATH	WASHINGTON REDSKINS
37	CHUCK DRAZENOVICH	WASHINGTON REDSKINS
49	EDDIE LeBARON	WASHINGTON REDSKINS
61	WASHINGTON REDSKINS TEAM	WASHINGTON REDSKINS
73	VOLNEY PETERS	WASHINGTON REDSKINS
85	JOE SCUDERO	WASHINGTON REDSKINS
97	BILLY WELLS	WASHINGTON REDSKINS
109	DALE ATKESON	WASHINGTON REDSKINS



## FREEDOM'S WAR

Issued As: Freedom's War

ACC #: R709-2

Issue Date: 1950-51

Size: 2 1/16" x 2 5/8", 52 x 67 mm

Packaging: 1 cent, 5 cent (with two card panels), 10 cent TCG cellophane (with two card panels)

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 204

Number of Series: 2

Sheet Size: Unknown



Less than five years after the end of World War 2, America found itself in another conflict-this time in Korea, as the world settled into the Cold War. A war, fought by proxy against a communist enemy (U.S. vs. China/USSR) was something the Shorin Family would fully embrace politically and commercially and soon after hostilities broke out on June 25, 1950 Topps issued a large set called *Freedom's War*. With official U.S. Military photographs and sensationalized Topps artwork, *Freedom's War* was a big, early success.

Using a nine subset numbering scheme, each with their own design element on the back, joined by some text and the subset information plus the overall card number and which was highlighted on the retail box, Topps cranked out an initial run of 96 tan backed cards, joined by 7 cards of tanks spanning #97-103, with #101 coming with either an orange or yellow background, each displaying slightly different artwork of the same tank. The set is therefore 204 cards in length, not 203 as widely checklisted elsewhere, as the two #101's cannot be attributed to a production error. An article by Jeff and Bob Marks in *The Wrapper* #80 also mentions an alternate color for card #102 but this may have been incorrect or a print freak.

Also of note is the card of #57 featuring Douglas MacArthur which has a different style name plate on the front of the card, resembling a shield and reading "GEN. DOUGLAS MAC ARTHUR". This card's front almost looks like a *Fighting Marines* card as it has blue and red borders, the only card in the set to come this way, but these borders are in reverse order from *Fighting Marines*.

Tanks are normally found with die cutting around the fighting machine but all can also be found non-die cut, although it is believed by some hobby veterans the yellow variation of #101 cannot be found without

the cut. The non die cut versions appear to have been deliberately produced by Topps for unknown reasons. This initial run came without captions on the front but when the second series of 100 cards was released they featured front caption and Topps also added captions to cards #1-96 in another tan back run. Cards came singly in penny packs, or in two card panels sold in nickel packs and Trading Card Guild cello packs that retailed for a dime.

Following this series, Topps then printed a run on gray stock that omitted the die cut tanks but included captioned cards from both series. It has been speculated that production difficulties with the die cut tank cards caused them to be dropped from the final run but outside forces were also at work. Protests from veteran's and mother's groups forced Topps to halt production of the set in the spring of 1951, when a third series was to have been issued. It's possible production issues and/or the protests helped tamp down production of the tanks. Current pricing trends reveal no difference in tan vs. gray prices.

Topps President Joseph Shorin vowed they would stop selling the incendiary set and introduce a second run of *Bring 'Em Back Alive* cards, which we know now became *Animals of the World* instead. We also know at least one more series of *Freedom's War* was planned as some of the subsets never reached their end and these truncated themes indicate at least 264 cards were planned. Topps had probably just printed the gray back cards by this point and had not yet produced the special tank cards on that stock. The tank cards seem very much like they were printed separately from the main set and then combined in packs with the "regular" cards. Intriguingly, there were contemporary reports of full sets of gray backs (without the tank cards obviously) being sold in variety stores.

This final run was probably just dumped into the market despite the pledge of Joseph Shorin and a large number of the cards were ultimately exported. Some of these exports went to Canada and others as far as Sweden, where similar protests erupted when they were on sale there in 1952. It is possible some of the artwork from the subsequent *Fighting Marines* set was planned for inclusion in *Freedom's War* but this has yet to be proven. Chris Benjamin has suggested that second series panels are harder to find than those from the first series but intact panels from this era are difficult enough that this may not be entirely provable. There is a greater disparity between the price of VG cards and EX cards in this set than almost any other from this era, with EX conditioned cards going about five times what a VG card would bring.

The nine subsets and themes are as follows:

<u>Subset</u>	<u>As Issued</u>	<u>As Advertised</u>	<u>Missing</u>
Battleground – Korea (Korea)	114	152	38
Training For Combat (U.S. Army)	23	24	1
Arsenal Of Democracy (Planes)	20	24	4
Arsenal Of Democracy (Tanks) *	7	7	0
Canada At Arms (Canada)	6	6	0
Arsenal Of Democracy (Ships)	8	8	0
Armed Forces Insignia (Insignia)	12	24	12
War Heroes (Heroes)	6	12	6
Armed Forces Medals (Medals)	7	7	0
	<u>203</u>	<u>264</u>	<u>61</u>

\*- Ignores variation of #101

There is a general orderliness and sequence to most of the subset numbering but occasionally a random number from another subset appears in the midst of another, or a short run inexplicably breaks up a different subset. The reasons for this are unclear but could have been due simple human error or certain military subjects being deemed too gruesome to publish, necessitating a quick change of card and subset.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, *The Wrapper* #80 – "Freedom's War" by Jeff and Bob Marks, Jeff Shepherd, *Non-Sport Update* Vol 4, No. 4 – "Tanks for the Memories" by Bob and Jeff Marks; *The Daily Worker* May 2, 1951, Author's Research, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html>)

## FREEDOM'S WAR CHECKLIST

NUMBER	NAME	THEME	SUBSET	NO	OF	TAN -NO CAPTION	TAN-CAPTION	GRAY
1	SURPRISE ATTACK	KOREA	BATTLEGROUND - KOREA	1	152			
2	CLOSE CALL	KOREA	BATTLEGROUND - KOREA	2	152			
3	TRAPPED	KOREA	BATTLEGROUND - KOREA	3	152			
4	WOUNDED PILOT	KOREA	BATTLEGROUND - KOREA	4	152			
5	DIRECT HIT	KOREA	BATTLEGROUND - KOREA	5	152			
6	FACED WITH DEATH	KOREA	BATTLEGROUND - KOREA	6	152			
7	"STAND OR DIE"	KOREA	BATTLEGROUND - KOREA	7	152			
8	ROCKET BLAST	KOREA	BATTLEGROUND - KOREA	8	152			
9	FLYING METAL	KOREA	BATTLEGROUND - KOREA	9	152			
10	FIGHT FOR TIME	KOREA	BATTLEGROUND - KOREA	10	152			
11	LOADING UP	KOREA	BATTLEGROUND - KOREA	11	152			
12	HUNT FOR SNIPERS	KOREA	BATTLEGROUND - KOREA	12	152			
13	DANGEROUS WORK	KOREA	BATTLEGROUND - KOREA	13	152			
14	HOLDING THE LINE	KOREA	BATTLEGROUND - KOREA	14	152			
15	REINFORCEMENTS ON THE MOVE	KOREA	BATTLEGROUND - KOREA	15	152			
16	FIRST BLOOD	KOREA	BATTLEGROUND - KOREA	16	152			
17	KEEP MOVING!	KOREA	BATTLEGROUND - KOREA	17	152			
18	BOMBS ON TARGET	KOREA	BATTLEGROUND - KOREA	18	152			
19	INTO THE BREECH	KOREA	BATTLEGROUND - KOREA	19	152			
20	DRY LANDING	KOREA	BATTLEGROUND - KOREA	20	152			
21	DEATH OF A PAL	KOREA	BATTLEGROUND - KOREA	21	152			
22	POINT-BLACK FIRE	KOREA	BATTLEGROUND - KOREA	22	152			
23	HEADING FOR HOME	KOREA	BATTLEGROUND - KOREA	23	152			
24	HOME-MADE BOMB	KOREA	BATTLEGROUND - KOREA	24	152			
25	BOUNCING BULLETS	KOREA	BATTLEGROUND - KOREA	25	152			
26	SIGHTS READY!	KOREA	BATTLEGROUND - KOREA	26	152			
27	SUDDEN ATTACK	KOREA	BATTLEGROUND - KOREA	27	152			
28	THEY WON'T STOP!	KOREA	BATTLEGROUND - KOREA	28	152			
29	AIR ATTACK	KOREA	BATTLEGROUND - KOREA	29	152			
30	RUSHED BY REDS	KOREA	BATTLEGROUND - KOREA	30	152			
31	JUMP TO SAFETY	KOREA	BATTLEGROUND - KOREA	31	152			
32	UNDER GUARD	KOREA	BATTLEGROUND - KOREA	32	152			
33	MURDEROUS FIRE	KOREA	BATTLEGROUND - KOREA	33	152			
34	TARGET BLASTED!	KOREA	BATTLEGROUND - KOREA	34	152			
35	VILLAGE ATTACK	KOREA	BATTLEGROUND - KOREA	35	152			
36	STRAFING FIRE	KOREA	BATTLEGROUND - KOREA	36	152			
37	"TANKS ARE COMING"	KOREA	BATTLEGROUND - KOREA	37	152			
38	STRANGE WEAPON	KOREA	BATTLEGROUND - KOREA	38	152			
39	THE ENEMY FALLS	KOREA	BATTLEGROUND - KOREA	39	152			
40	LOAD FAST!	KOREA	BATTLEGROUND - KOREA	40	152			
41	PISH TO PUSAN	KOREA	BATTLEGROUND - KOREA	41	152			
42	LUCKY LANDING	KOREA	BATTLEGROUND - KOREA	42	152			
43	EXPLODED MINE	KOREA	BATTLEGROUND - KOREA	43	152			
44	SENTRY LINE	KOREA	BATTLEGROUND - KOREA	44	152			
45	TANK RETREAT	KOREA	BATTLEGROUND - KOREA	45	152			
46	SHELLING OF TAEGU	KOREA	BATTLEGROUND - KOREA	46	152			
47	UNARMED HEROES	KOREA	BATTLEGROUND - KOREA	47	152			
48	ON GUARD	KOREA	BATTLEGROUND - KOREA	48	152			
49	A DISGUISE FAILS	KOREA	BATTLEGROUND - KOREA	49	152			
50	WHITE PHOSPHOROUS	KOREA	BATTLEGROUND - KOREA	50	152			
51	RATTLING DEATH	KOREA	BATTLEGROUND - KOREA	51	152			
52	BRAVERY IN THE FIELD	KOREA	BATTLEGROUND - KOREA	52	152			
53	CONCENTRATED FIRE	KOREA	BATTLEGROUND - KOREA	53	152			
54	STRANGE STOMACH	KOREA	BATTLEGROUND - KOREA	54	152			
55	MOVING INTO ACTION	KOREA	BATTLEGROUND - KOREA	55	152			
56	SNIPERS' BULLETS	KOREA	BATTLEGROUND - KOREA	56	152			
57	GENERAL OF THE ARMY	KOREA	BATTLEGROUND - KOREA	57	152			
58	FIGHTING ARMOR	KOREA	BATTLEGROUND - KOREA	58	152			
59	F-80 JET	KOREA	BATTLEGROUND - KOREA	59	152			
60	TANK DESTROYER	KOREA	BATTLEGROUND - KOREA	60	152			

## FREEDOM'S WAR CHECKLIST

NUMBER	NAME	THEME	SUBSET	NO	OF	TAN -NO CAPTION	TAN-CAPTION	GRAY
61	ROCKET LAUNCHER	KOREA	BATTLEGROUND - KOREA	61	152			
62	TORPEDO AWAY!	KOREA	BATTLEGROUND - KOREA	62	152			
63	CLOSER TO ACTION	KOREA	BATTLEGROUND - KOREA	63	152			
64	LOST	KOREA	BATTLEGROUND - KOREA	64	152			
65	HOWITZER	KOREA	BATTLEGROUND - KOREA	65	152			
66	NIGHT ATTACK	KOREA	BATTLEGROUND - KOREA	66	152			
67	ALONE BEHIND THE LINES	KOREA	BATTLEGROUND - KOREA	67	152			
68	FAST SHOOTING	KOREA	BATTLEGROUND - KOREA	68	152			
69	CAREFUL AIM	KOREA	BATTLEGROUND - KOREA	69	152			
70	SNIPER HUNT	KOREA	BATTLEGROUND - KOREA	70	152			
71	SURPRISE TARGET	KOREA	BATTLEGROUND - KOREA	71	152			
72	VOLUNTEER	KOREA	BATTLEGROUND - KOREA	72	152			
73	FLAMETHROWING TANK	U.S. ARMY	TRAINING FOR COMBAT	1	24			
74	FIRST JUMP	U.S. ARMY	TRAINING FOR COMBAT	2	24			
75	GAS ATTACK	U.S. ARMY	TRAINING FOR COMBAT	3	24			
76	GETTING THE RANGE	U.S. ARMY	TRAINING FOR COMBAT	4	24			
77	"CONSOLIDATED" B-46	PLANES	ARSENAL OF DEMOCRACY	13	24			
78	TANK DESTROYER	U.S. ARMY	TRAINING FOR COMBAT	6	24			
79	RIDING ON A TANK	U.S. ARMY	TRAINING FOR COMBAT	7	24			
80	SMOKE SIGNALS	U.S. ARMY	TRAINING FOR COMBAT	8	24			
81	CAMOUFLAGE	U.S. ARMY	TRAINING FOR COMBAT	9	24			
82	BURNING A TANK	U.S. ARMY	TRAINING FOR COMBAT	10	24			
83	SEARCHLIGHT CHECKUP	U.S. ARMY	TRAINING FOR COMBAT	11	24			
84	RIN-TIN-TIN III	U.S. ARMY	TRAINING FOR COMBAT	12	24			
85	CONSOLIDATED B-36	PLANES	ARSENAL OF DEMOCRACY	1	24			
86	F-80 "SHOOTING STAR"	PLANES	ARSENAL OF DEMOCRACY	2	24			
87	"SABRE" AND "TORNADO"	PLANES	ARSENAL OF DEMOCRACY	3	24			
88	B-35 "FLYING WING"	PLANES	ARSENAL OF DEMOCRACY	4	24			
89	P-47 "THUNDERBOLT"	PLANES	ARSENAL OF DEMOCRACY	5	24			
90	B-47 "STRATOJET"	PLANES	ARSENAL OF DEMOCRACY	6	24			
91	B-17 "FLYING FORTRESS"	PLANES	ARSENAL OF DEMOCRACY	7	24			
92	B-29 "SUPERFORTRESS"	PLANES	ARSENAL OF DEMOCRACY	8	24			
93	A-26 "INVADER"	PLANES	ARSENAL OF DEMOCRACY	9	24			
94	C-74 "GLOBEMASTER"	PLANES	ARSENAL OF DEMOCRACY	10	24			
95	P-36 "LIGHTNING"	PLANES	ARSENAL OF DEMOCRACY	11	24			
96	B-24 "LIBERATOR"	PLANES	ARSENAL OF DEMOCRACY	12	24			
97	M-7 HOWITZER MOTOR CARRIAGE	TANKS	ARSENAL OF DEMOCRACY	1	7			
98	M10A1 GUN MOTOR CARRIAGE	TANKS	ARSENAL OF DEMOCRACY	2	7			
99	M-8 HOWITZER MOTOR CARRIAGE	TANKS	ARSENAL OF DEMOCRACY	3	7			
100	MEDIUM TANK M-26	TANKS	ARSENAL OF DEMOCRACY	4	7			
101	M-18 GUN MOTOR CARRIAGE (ORANGE)	TANKS	ARSENAL OF DEMOCRACY	5	7			
101	M-18 GUN MOTOR CARRIAGE (YELLOW)	TANKS	ARSENAL OF DEMOCRACY	5	7			
102	M-12 GUN MOTOR CARRIAGE	TANKS	ARSENAL OF DEMOCRACY	6	7			
103	M-5 LIGHT TANK	TANKS	ARSENAL OF DEMOCRACY	7	7			
104	AIRBORNE INFANTRY	U.S. ARMY	TRAINING FOR COMBAT	13	24			
105	UNDER FIRE	U.S. ARMY	TRAINING FOR COMBAT	14	24			
106	WIPING OUT SNIPERS	U.S. ARMY	TRAINING FOR COMBAT	15	24			
107	FLAMETHROWERS IN ACTION	U.S. ARMY	TRAINING FOR COMBAT	16	24			
108	UNDER THE WIRE	U.S. ARMY	TRAINING FOR COMBAT	17	24			
109	FOLDING A CHUTE	U.S. ARMY	TRAINING FOR COMBAT	18	24			
110	LOADING THE CANNON	U.S. ARMY	TRAINING FOR COMBAT	19	24			
111	TEAM WORK	U.S. ARMY	TRAINING FOR COMBAT	20	24			
112	ANTI-AIRCRAFT GUN	U.S. ARMY	TRAINING FOR COMBAT	21	24			
113	"AT YOUR POSTS"	U.S. ARMY	TRAINING FOR COMBAT	22	24			
114	"MOLOTOFF COCKTAIL"	U.S. ARMY	TRAINING FOR COMBAT	23	24			
115	FIGHTING MAN	U.S. ARMY	TRAINING FOR COMBAT	24	24			
116	PARACHUTE GOING UP!	CANADA	CANADA AT ARMS	1	6			
117	TANKS IN ACTION	CANADA	CANADA AT ARMS	2	6			
118	P-61 "BLACK WIDOW"	PLANES	ARSENAL OF DEMOCRACY	15	24			
119	BELL X-1	PLANES	ARSENAL OF DEMOCRACY	16	24			
120	C-47 "SKYTRAIN"	PLANES	ARSENAL OF DEMOCRACY	17	24			

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## FREEDOM'S WAR CHECKLIST

NUMBER	NAME	THEME	SUBSET	NO	OF	TAN-CAPTION	GRAY
121	BELL XR-13	PLANES	ARSENAL OF DEMOCRACY	18	24		
122	SNOW FIGHTER	CANADA	CANADA AT ARMS	4	6		
123	XF 92A "INTERCEPTOR"	PLANES	ARSENAL OF DEMOCRACY	20	24		
124	MARTIN B-51	PLANES	ARSENAL OF DEMOCRACY	21	24		
125	B-45 "TORNADO"	PLANES	ARSENAL OF DEMOCRACY	22	24		
126	ARMY CADETS	CANADA	CANADA AT ARMS	5	6		
127	V-E DAY PARADE	CANADA	CANADA AT ARMS	6	6		
128	STILL FLYING	KOREA	BATTLEGROUND - KOREA	73	152		
129	PRACTICE ALARM	KOREA	BATTLEGROUND - KOREA	74	152		
130	"HERE THEY COME"	KOREA	BATTLEGROUND - KOREA	75	152		
131	MACHINE GUN NEST	KOREA	BATTLEGROUND - KOREA	76	152		
132	BLASTED BRIDGE	KOREA	BATTLEGROUND - KOREA	77	152		
133	GET THAT MACHINEGUN	KOREA	BATTLEGROUND - KOREA	78	152		
134	DANGEROUS SPOT	KOREA	BATTLEGROUND - KOREA	79	152		
135	NEWS FOR HEADQUARTERS	KOREA	BATTLEGROUND - KOREA	80	152		
136	CHANGE OF COSTUME	KOREA	BATTLEGROUND - KOREA	81	152		
137	BRAVE MEDICS	KOREA	BATTLEGROUND - KOREA	82	152		
138	WOUNDED PAL	KOREA	BATTLEGROUND - KOREA	83	152		
139	ROCKET BLAST	KOREA	BATTLEGROUND - KOREA	84	152		
140	RETREAT IN THE RAIN	KOREA	BATTLEGROUND - KOREA	85	152		
141	MOVING TANKS	KOREA	BATTLEGROUND - KOREA	86	152		
142	RESCUE BY HELICOPTER	KOREA	BATTLEGROUND - KOREA	87	152		
143	ACTION ON THE CORNER	KOREA	BATTLEGROUND - KOREA	88	152		
144	TAKE OFF	KOREA	BATTLEGROUND - KOREA	89	152		
145	SUBMARINE DUTY	KOREA	BATTLEGROUND - KOREA	90	152		
146	BATTLESHIP SUPPORT	KOREA	BATTLEGROUND - KOREA	91	152		
147	RUNNING FIRE	KOREA	BATTLEGROUND - KOREA	92	152		
148	DANGEROUS LANDING	KOREA	BATTLEGROUND - KOREA	93	152		
149	THE CORVETTE	KOREA	BATTLEGROUND - KOREA	94	152		
150	MISSING IN ACTION	KOREA	BATTLEGROUND - KOREA	95	152		
151	MORTAR	KOREA	BATTLEGROUND - KOREA	96	152		
152	NIGHT BOMBARDMENT	KOREA	BATTLEGROUND - KOREA	97	152		
153	HAND TO HAND STRUGGLE	KOREA	BATTLEGROUND - KOREA	98	152		
154	RETURN FIRE	KOREA	BATTLEGROUND - KOREA	99	152		
155	LANDING	KOREA	BATTLEGROUND - KOREA	100	152		
156	READY TO FIRE	KOREA	BATTLEGROUND - KOREA	101	152		
157	TIME TO JUMP	KOREA	BATTLEGROUND - KOREA	102	152		
158	STARRY NIGHT	KOREA	BATTLEGROUND - KOREA	103	152		
159	JUMPING A SENTRY	KOREA	BATTLEGROUND - KOREA	104	152		
160	SUICIDE ATTACK	KOREA	BATTLEGROUND - KOREA	105	152		
161	ON THE RUN	KOREA	BATTLEGROUND - KOREA	106	152		
162	DIGGING FOR SAFETY	KOREA	BATTLEGROUND - KOREA	107	152		
163	DANGEROUS JOB	KOREA	BATTLEGROUND - KOREA	108	152		
164	STOPPING A DISTURBANCE	KOREA	BATTLEGROUND - KOREA	109	152		
165	SUDDEN SURRENDER	KOREA	BATTLEGROUND - KOREA	110	152		
166	RED SNIPER	KOREA	BATTLEGROUND - KOREA	111	152		
167	HOUSE TO HOUSE FIGHTING	KOREA	BATTLEGROUND - KOREA	112	152		
168	READY FOR ACTION	KOREA	BATTLEGROUND - KOREA	113	152		
169	FLAMING ENEMY	KOREA	BATTLEGROUND - KOREA	114	152		
170	DESTROYER	SHIPS	ARSENAL OF DEMOCRACY	1	8		
171	AIRCRAFT CARRIER	SHIPS	ARSENAL OF DEMOCRACY	2	8		
172	CRUISER	SHIPS	ARSENAL OF DEMOCRACY	3	8		
173	HOSPITAL SHIP	SHIPS	ARSENAL OF DEMOCRACY	4	8		
174	BATTLESHIP	SHIPS	ARSENAL OF DEMOCRACY	5	8		
175	SUBMARINE	SHIPS	ARSENAL OF DEMOCRACY	6	8		
176	MINESWEEPER	SHIPS	ARSENAL OF DEMOCRACY	7	8		
177	SUB-CHASER	SHIPS	ARSENAL OF DEMOCRACY	8	8		
178	10th DIVISION	INSIGNIA	ARMED FORCES INSIGNIA	1	24		
179	66th DIVISION	INSIGNIA	ARMED FORCES INSIGNIA	2	24		
180	76th DIVISION	INSIGNIA	ARMED FORCES INSIGNIA	3	24		

# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

## FREEDOM'S WAR CHECKLIST

NUMBER	NAME	THEME	SUBSET	NO	OF	TAN-CAPTION	GRAY
181	98th DIVISION	INSIGNIA	ARMED FORCES INSIGNIA	4	24		
182	99th DIVISION	INSIGNIA	ARMED FORCES INSIGNIA	5	24		
183	GENERAL GEORGE S. PATTON, JR.	HEROES	WAR HEROES	6	12		
184	104th DIVISION	INSIGNIA	ARMED FORCES INSIGNIA	7	24		
185	5th AIR FORCE	INSIGNIA	ARMED FORCES INSIGNIA	8	24		
186	14th AIR FORCE	INSIGNIA	ARMED FORCES INSIGNIA	9	24		
187	2nd INFANTRY DIVISION	INSIGNIA	ARMED FORCES INSIGNIA	10	24		
188	8th INFANTRY DIVISION	INSIGNIA	ARMED FORCES INSIGNIA	11	24		
189	10th ARMORED DIVISION	INSIGNIA	ARMED FORCES INSIGNIA	12	24		
190	U.S. STRATEGICAL AND TACTICAL AIR FORCE	INSIGNIA	ARMED FORCES INSIGNIA	13	24		
191	SOLDIER'S MEDAL	MEDALS	ARMED FORCES MEDALS	1	7		
192	PURPLE HEART	MEDALS	ARMED FORCES MEDALS	2	7		
193	GOOD CONDUCT MEDAL	MEDALS	ARMED FORCES MEDALS	3	7		
194	AIR MEDAL	MEDALS	ARMED FORCES MEDALS	4	7		
195	LEGION OF MERIT	MEDALS	ARMED FORCES MEDALS	5	7		
196	DISTINGUISHED FLYING CROSS	MEDALS	ARMED FORCES MEDALS	6	7		
197	VICTORY MEDAL	MEDALS	ARMED FORCES MEDALS	7	7		
198	GEN. MARK W. CLARK	HEROES	WAR HEROES	1	12		
199	GEN. JAMES H. DOOLITTLE	HEROES	WAR HEROES	2	12		
200	GEN. GEORGE C. MARSHALL	HEROES	WAR HEROES	3	12		
201	GENERAL DWIGHT D. EISENHOWER	HEROES	WAR HEROES	4	12		
202	GEN. OMAR N. BRADLEY	HEROES	WAR HEROES	5	12		
203	ARCTIC SOLDIER	CANADA	CANADA AT ARMS	3	6		

### PRICING

1	SURPRISE ATTACK	7
57	GENERAL OF THE ARMY	15
183	GENERAL GEORGE S. PATTON, JR.	10
201	GENERAL DWIGHT D. EISENHOWER	10
203	ARCTIC SOLDIER	6
	COMMON	4
	COMMON PANEL	15
	COMMON TANK (UNPOPPED)	50
	TANK PANEL	400
	NON-DIECUT TANK	5 X
	NON-DIECUT TANK (PANEL)	5 X
	SET (SINGLES)	750
	SET (PANELS)	SPEC.
	ONE CENT WRAPPER	100
	FIVE CENT WRAPPER	300
	ONE CENT PACK	150
	FIVE CENT PACK	500
	ONE CENT BOX (EMPTY)	300
	FIVE CENT BOX (EMPTY)	300



Original Trading Card Guild two card panel cello's with modern reprints inside (Author's Collection)



## FUNNY FOLDEES

**Issued As:** Funny Foldees

**ACC #:** R708-1

**Issue Date:** 1949-50 & 1955

**Size:** 1 3/16" x 1 9/16", 30.5 x 39.5 mm (closed); 3 3/8" x 1 9/16", 86 x 39.5 mm (opened)

**Packaging:** 1 cent

**Manufacturer:** Topps Chewing Gum, Inc.

**Base Set Size:** 66

**Number of Series:** 1

**Sheet Size:** Unknown



One of the earliest Topps penny inserts to not be slid into a gum tab package, the first iteration of *Funny Foldees* in 1949 (or very early 1950) came in a self-contained red, yellow and blue one cent wrapper with a piece of bubble gum. Classed as a “metamorphic” card, these brightly colored, paper thin cards were the template for numerous sets of a similar nature over the decades for Topps. Using a combination verse/riddle/wry observation on two end panels that were scored to allow the purchaser to fold what became a top and bottom flap with artwork from the reverse over a larger central illustration. Doing so would allow the purchaser to create 9 different images when all the permutations were counted on each of the 66 cards. The backs had illustrations on both ends and an information block that included the set name and a number in the middle.

This colorful set had five front color schemes, bunched in groups of 11 (yellow is repeated and one card is incorrectly sequenced) with amusing illustrations, some of which were quite risqué for a children’s issue. Some pictures were so bawdy that they had to be changed when the set was reissued in 1955. These changes are the only way to differentiate between cards from 1949 and 1955 and there are nine that were changed, including one (#19) that had two revisions. Most revisions were due to depictions of scantily clad women. The titles refer to the main illustration on the center panel:

No.	1949 Version	1955 Version
9	Woman with parasol	Horse with trident
13	Fat man with no shirt	Fat man with shirt
14	Hula Girl	Clown
19	Woman in Flesh colored bathing suit, <i>then</i> Woman in Red colored bathing suit	Animal standing
26	Woman in swimsuit	Turtle running
29	Young Woman	Cowboy
39	Woman in hat	Grizzled old miner
48	Topless Woman centaur	Red Gown covers centaur
51	Woman	Scholar

The front color groupings are 1-11: Yellow, 12-22: Blue, 23-33: Red, 34-44 and 55: Orange, 45-54 Green, 56-66 Yellow. It is not known why #55 is out of sequence or for that matter why the set was reissued six years after its first release, although Topps also reissued their 1948 *Magic Photos* (as *Hocus Focus*) in



**1955 as well so perhaps there was a master scheme regarding reissues that year. No pricing trends on the variations have been observed, all cards are essentially priced the same in this set.**

**It is also possible that the issuance of the 1955 *Double Header* baseball set, which also had a metamorphic feature, albeit differently constructed, led to the reissues of *Funny Foldees*. It is not clear if the packaging was changed in 1955 but wrappers are very difficult to come by and in fact had not even been sighted in the hobby until the 1980's, when "Wrapper King" John Neuner opened a pack he had found.**

**The checklist is presented in numerical order, without reference to the verse, in order to make a little more sense to those that collect the variations. Too, only the artwork variations are accounted for; some verses were changed to reflect different artwork but it's easier to check the visual differences as the textual changes are usually not spelled out in auctions or sale listings. Also, EX condition for this set implies the panels have not been separated. Cards with separated panels can only be considered VG or perhaps VG-EX at best. The set is not widely collected in the non-sports hobby but there is some interest from paper ephemera collectors in the issue.**

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, *The Wrapper* #241 – “Foldees-Nine Cards For A Penny!” by Bill Christensen, *The Wrapper* #251 – Marc Simon letter, *The Wrapper* #256 “Topps Funny Foldee Variations” by Marc Simon, Mark Hellmann, Chuck Millburn, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html>, Author’s Research)

## FUNNY FOLDEES CHECKLIST

NUMBER		V A R I A T I O N		
		1	2	3
	1			
	2			
	3			
	4			
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		VARIATION	
		1	2
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	65		
	66		

PRICING	
COMMON	7
SET	500
ONE CENT WRAPPER	300
ONE CENT PACK	400
ONE CENT BOX (EMPTY)	SPEC.

## GOLDEN COIN (1948-49)

Issued As: Golden Coin

ACC #: PX14

Issue Date: 1948-49

Diameter: 1", 25.5 mm

Packaging: 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 33

Number of Series: 1

Sheet Size: N/A



*Golden Coin* was probably a slow seller the first time it was issued in 1948 but that did not prevent it from being one of Topps' most resilient issues. Timed to the U.S. election of 1948 and the subsequent inauguration of a new President, Topps released 33 bronze coins featuring side profiles of all 32 Presidents through Harry S Truman plus a coin of the U.S. Capitol in a colorful foil package featuring George Washington. The foil wrapper had an inner wrapper attached that featured another set called *If Happened To A President* and the pack also contained an inner sleeve made of thin cardboard with red highlights and a small text ad for *Bazooka*. This sleeve held the coin in a dimpled cello wrap, plus a large slab of gum. The inner sleeve also displayed an offer for a *Bazooka* premium album that cost twenty five cents and stated "Presidential Coin Inside".

The wrapper, which somewhat resembled a dollar bill advertised a Series of 33 coins, covering 1789-1949 but the premium, which was really a trifold wallet type album made of thin cardboard with slots for each coin displaying each President's name and term, only had 32 slots, so Grover Cleveland only occupied one space while the U.S. Capitol coin was apparently meant to be a standalone. The coins have text on the back with a brief description or highlight for each President.

At the same time the coin set was being retailed by Topps, they were also selling a game with a 1949 copyright under their Topps for Toys sub-brand called *Meet The Presidents*. The game would be manufactured after 1949 by Selchow & Righter in various, albeit reasonably similar, formats every time a new President was elected, until 1965. The original, Topps for Toys version of the game had *Golden Coins* that mostly matched those in the confectionery release. The game also came with a holder for the coins that in its inaugural release had 32 slots so it seems pretty clear it excluded 1949's coin of the U.S. Capitol (as does the premium folder). The game itself will be discussed in a separate entry coins in the later versions have some textual changes when compared to the 1948-49 *Golden Coins*. The 1953 version of the coins, which are aluminum, issued with the game indicate they were struck by the Osborne Register Company of Cincinnati, Ohio (a private mint still in business) and while the *Golden Coin* set is unmarked, it seems possible that firm struck them as well. The game does not include the U.S. Capitol coin but it exists with Osborne Register Company *indicia* as part of the *Golden Coin* issue so it seems possible Topps may have issued the set again in 1952.

*Golden Coin* was subject to returns from the wholesalers and it seems they were heavy. Packs of them were included in 1950 advertisements for bulk sales of 1949 Topps products and an alternate retail box

## THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

exists that had a stapled teaser advertising two coins in every pack. It is not clear if this box is from 1949 or around 1952. Also known are coins that came in dimpled cellophane wrappers and are alleged to be made of metallic looking plastic. It is possible this version of the coins was issued in 1952 or are misidentified 1956 issues.

There are rumors the set was also reissued by a chain of gas stations which may also account for the differing obverses on the coins. *Golden Coins* are infrequently encountered today and can be heavily tarnished, although if properly cared for they still gleam like they were issued yesterday.

*Meet The Presidents* versions of *Golden Coin* manufactured after 1949 by Selchow & Righter had coins made of aluminum that were slightly larger than the ones from this issue. A 1956 gum pack reissue gave plastic “metalized” coins to purchasers instead and these measure slightly larger than the original brass versions.

(Sources: Jeff Shepherd, Author's Research)



*Golden Coin* album (Author's Collection)

## GOLDEN COIN (1948-49) CHECKLIST

NUMBER	NAME
1	GEORGE WASHINGTON
2	JOHN ADAMS
3	THOMAS JEFFERSON
4	JAMES MADISON
5	JAMES MONROE
6	JOHN QUINCY ADAMS
7	ANDREW JACKSON
8	MARTIN VAN BUREN
9	WM. HENRY HARRISON
10	JOHN TYLER
11	JAMES K. POLK
12	ZACHARY TAYLOR
13	MILLARD FILLMORE
14	FRANKLIN PIERCE
15	JAMES BUCHANAN
16	ABRAHAM LINCOLN
17	ANDREW JOHNSON
18	ULYSSES GRANT
19	RUTHERFORD HAYES
20	JAMES A. GARFIELD
21	CHESTER A. ARTHUR
22 & 24	GROVER CLEVELAND
23	BENJAMIN HARRISON
25	WILLIAM MCKINLEY
26	THEODORE ROOSEVELT
27	WILLIAM H. TAFT
28	WOODROW WILSON
29	WARREN G. HARDING
30	CALVIN COOLIDGE
31	HERBERT C. HOOVER
32	FRANKLIN D. ROOSEVELT
33	HARRY S. TRUMAN
NN	U.S. CAPITOL

### PRICING

COMMON	3
SET (MAY NOT INCLUDE U.S. CAPITOL)	100
WRAPPER	20
PACK	75
BOX (EMPTY)	150
ALBUM	35



Inner Cardboard Sleeve front and back - held one 1948-49 *Golden Coin* (above and two leftmost coins below courtesy Jeff Shepherd)



Harry Truman L-R : 1948 *Golden Coin* (No Glasses), 1949 *Meet The Presidents* (Glasses), 1953 *Meet The Presidents* (Glasses), U.S. Capitol  
"hybrid" *Golden Coin* front and back

## GOLDEN COIN (1956)

Issued As: Golden Coin

ACC #: PX15

Issue Date: 1956

Diameter: 1 1/8", 28.5 mm

Packaging: 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 33/34

Number of Series: 1

Sheet Size: N/A



The 1956 reissue of *Golden Coin* brought plastic coins 1/8" wider than in 1948 and sales in Canada as the wrapper has O-Pee-Chee manufacturing *indicia* and indicates production under a Topps Chewing Gum Inc., Brooklyn license and shows the wrapper was printed in the U.S.A. It seems odd the set would have been issued in Canada but perhaps there was enough interest in U.S. politics that it was. The coin in 1956 was made to look like metal but was made of plastic. However, metal versions may exist and it is unclear if they are from a Topps issue or a third party release, possibly a gas station promotion. The interior wrapper "extra" set of *It Happened To A President* carried through to 1956, although it was given strong red highlights.

The wrapper also had a 5 cent designation and eliminated the span of years advertised in 1949. This was wrapped around an inner cardboard sleeve with yellow and blue highlights that clearly named the set as *Golden Coin* and also featured a bald eagle in the "federal" style. The reverse of the inner sleeve carried the set checklist. This sleeve measure 4" x 2" and is about 3/8" in depth and held the coin and gum.

The 1956 plastic coins seem to be harder to find than their earlier 1949 brass counterparts and the reverses in 1956 featured an eagle and shield, with the words "President" and "Coin" separated by a large number within the shield, representing each man's order in the presidential sequence. It is not entirely clear if 33 or 34 coins were produced in 1956 as the Cleveland coin has not been sighted but it is possible the U.S. Capitol coin issued with the set in 1948-49 was withheld.

Coins sold with the 1953 version of the *Meet The Presidents* game were larger, made of aluminum and included a new coin for Dwight D. Eisenhower, elected in 1952. These game coins have text reverses, just like the 1948-49 *Golden Coins*. The coins from the 1953 game indicate they were struck by the Osborne Register Company of Cincinnati, Ohio (a private mint still in business) and while the *Golden Coin* set is unmarked, it seems possible the firm struck them as well. It is not clear if an album was created for the 1956 version of the coins.

(Sources: Jeff Shepherd, Author's Research)



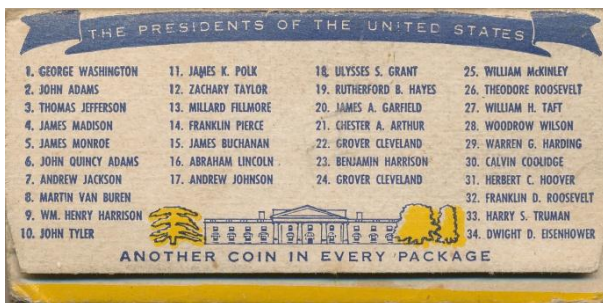
## GOLDEN COIN (1956) CHECKLIST

NUMBER	NAME
1	GEORGE WASHINGTON
2	JOHN ADAMS
3	THOMAS JEFFERSON
4	JAMES MADISON
5	JAMES MONROE
6	JOHN QUINCY ADAMS
7	ANDREW JACKSON
8	MARTIN VAN BUREN
9	WM. HENRY HARRISON
10	JOHN TYLER
11	JAMES K. POLK
12	ZACHARY TAYLOR
13	MILLARD FILLMORE
14	FRANKLIN PIERCE
15	JAMES BUCHANAN
16	ABRAHAM LINCOLN
17	ANDREW JOHNSON
18	ULYSSES GRANT
19	RUTHERFORD HAYES
20	JAMES A. GARFIELD
21	CHESTER A. ARTHUR
22 & 24	GROVER CLEVELAND
23	BENJAMIN HARRISON
25	WILLIAM MCKINLEY
26	THEODORE ROOSEVELT
27	WILLIAM H. TAFT
28	WOODROW WILSON
29	WARREN G. HARDING
30	CALVIN COOLIDGE
31	HERBERT C. HOOVER
32	FRANKLIN D. ROOSEVELT
33	HARRY S. TRUMAN
34	DWIGHT D. EISENHOWER

	22		24
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### PRICING

COMMON	3
SET	100
WRAPPER	20
PACK	75
BOX (EMPTY)	150
ALBUM	35



Inner Cardboard Sleeve held one 1956 *Golden Coin* (Author's Collection)

## HOCKEY

Issued As: Hockey

ACC #: R412

Issue Date: 1954

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

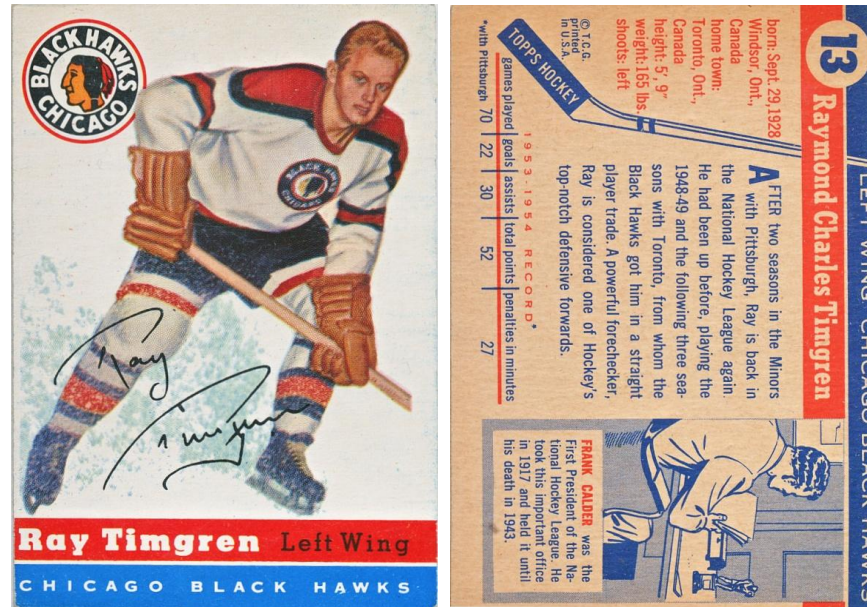
Packaging: 1 cent, 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 60

Number of Series: 1

Sheet Size: 110/220?



The first Topps *Hockey* issue was an aesthetic pinnacle for Topps. Using oil paintings of sixty players from the four American teams in the NHL, a league that featured a scant six teams overall at the time, the inaugural Topps hockey issue seems to have been primarily distributed in Canada. There is an unconfirmed story that a shipment of the cards, already packaged, was partially lost in a transportation accident while entering Canada via Detroit. This entry point into Canada makes sense, as O-Pee-Chee (OPC), Topps' partner in Canada, would have distributed the cards from nearby London, Ontario. It is not clear if the cards were also distributed in Montreal or other parts of Canada.

It would also seem likely that New York saw the cards as well and possibly only in penny packs. Topps would have been competing against Parkhurst in Canada, already into their fourth year of NHL cards in 1954. Parkhurst was also fresh off a 1953 deal with Bowman to distribute a Canadian version of *Frontier Days*, an event that would certainly have caught the attention of Topps.

Production numbers would have been a fraction of Topps baseball or football; probably about half of the football production, which itself was just a small fraction of baseball's. At a mere 60 cards (fifteen per team) and with six in a five cent pack, it would not have taken too many purchases to complete a set or team run. With a relatively large team logo arrayed with the painting of each player on stark white background and with red and blue information bars at the bottom, all four borders were full bleed, making it almost impossible to find Mint examples today. Sheet size was either 100 or 110 per half sheet as Topps was switching to the larger size around this time; either short prints or overprints could exist.



## THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

Packs came with an insert featuring both premiums and a comic. Due to Parkhurst's prior issues, there are not many rookie cards in the set. All of the original artwork used to create the set has entered the hobby and been sold at auction, a highly unusual situation for a Topps product.

Following this release, Topps would not issue another hockey set until 1957. Parkhurst issued a 1955 set but not one in 1956, before returning again in 1957, although again only featuring the two Canadian teams. This strongly suggests there was litigation involving Topps and Parkhurst following the 1954-55 season.

(Sources: *Vintage Hockey Collector Price Guide 1910-1990* by Bobby Burrell, Author's Research)

## HOCKEY CHECKLIST

NUMBER	NAME	TEAM
1	DICK GAMBLE	CHICAGO BLACK HAWKS
2	BOB CHRYSTAL	NEW YORK RANGERS
3	HARRY HOWELL	NEW YORK RANGERS
4	JOHNNY WILSON	DETROIT RED WINGS
5	"RED" KELLY	DETROIT RED WINGS
6	REAL CHEVREFILS	BOSTON BRIUNS
7	BOB ARMSTRONG	BOSTON BRIUNS
8	GORDIE HOWE	DETROIT RED WINGS
9	BENNY WOIT	DETROIT RED WINGS
10	LORNE WORSLEY	NEW YORK RANGERS
11	ANDY BATHGATE	NEW YORK RANGERS
12	"BUCKY" HOLLINGWORTH	CHICAGO BLACK HAWKS
13	RAY TIMGREN	CHICAGO BLACK HAWKS
14	JACK EVANS	NEW YORK RANGERS
15	PAUL RONTY	NEW YORK RANGERS
16	GLEN SKOV	DETROIT RED WINGS
17	GUS MORTSON	CHICAGO BLACK HAWKS
18	DOUG MOHNS	BOSTON BRIUNS
19	LEO LaBINE	BOSTON BRIUNS
20	BILL GADSBY	CHICAGO BLACK HAWKS
21	JERRY TOPPAZZINI	CHICAGO BLACK HAWKS
22	WALLY HERGESHEIMER	NEW YORK RANGERS
23	DANNY LEWICKI	NEW YORK RANGERS
24	METRO PRYSTAI	CHICAGO BLACK HAWKS
25	FERN FLAMAN	BOSTON BRIUNS
26	AL ROLLINS	CHICAGO BLACK HAWKS
27	MARCEL PRONOVOST	DETROIT RED WINGS
28	LOU JANKOWSKI	CHICAGO BLACK HAWKS
29	NICK MICKOSKI	NEW YORK RANGERS
30	FRANK MARTIN	CHICAGO BLACK HAWKS
31	LORNE FERGUSON	BOSTON BRIUNS
32	CAMILLE HENRY	NEW YORK RANGERS
33	PETE CONACHER	CHICAGO BLACK HAWKS
34	MARTY PAVELICH	DETROIT RED WINGS
35	DON MCKENNEY	BOSTON BRIUNS
36	FLEM MACKELL	BOSTON BRIUNS
37	JIM HENRY	BOSTON BRIUNS
38	HAL LAYCOE	BOSTON BRIUNS
39	ALEX DELVECCHIO	DETROIT RED WINGS
40	LARRY WILSON	CHICAGO BLACK HAWKS
41	ALLAN STANLEY	NEW YORK RANGERS
42	RED" SULLIVAN	CHICAGO BLACK HAWKS
43	JACK McINTYRE	CHICAGO BLACK HAWKS
44	IVAN IRWIN	NEW YORK RANGERS
45	TONY LESWICK	DETROIT RED WINGS
46	BOB GOLDHAM	DETROIT RED WINGS
47	CAL GARDNER	BOSTON BRIUNS
48	ED SANDFORD	BOSTON BRIUNS
49	BILL QUACKENBUSH	BOSTON BRIUNS
50	WARREN GODFREY	BOSTON BRIUNS
51	TED LINDSAY	DETROIT RED WINGS
52	EARL REIBEL	DETROIT RED WINGS
53	DON RALEIGH	NEW YORK RANGERS
54	BILL MOSIENKO	CHICAGO BLACK HAWKS
55	LARRY POPEIN	NEW YORK RANGERS
56	EDGAR LAPRADE	NEW YORK RANGERS
57	BILL DINEEN	DETROIT RED WINGS
58	TERRY SAWCHUCK	DETROIT RED WINGS
59	MARCEL BONIN	DETROIT RED WINGS
60	MILT SCHMIDT	BOSTON BRIUNS

	BY TEAM
6	REAL CHEVREFILS BOSTON BRIUNS
7	BOB ARMSTRONG BOSTON BRIUNS
18	DOUG MOHNS BOSTON BRIUNS
19	LEO LaBINE BOSTON BRIUNS
25	FERN FLAMAN BOSTON BRIUNS
31	LORNE FERGUSON BOSTON BRIUNS
35	DON MCKENNEY BOSTON BRIUNS
36	FLEM MACKELL BOSTON BRIUNS
37	JIM HENRY BOSTON BRIUNS
38	HAL LAYCOE BOSTON BRIUNS
47	CAL GARDNER BOSTON BRIUNS
48	ED SANDFORD BOSTON BRIUNS
49	BILL QUACKENBUSH BOSTON BRIUNS
50	WARREN GODFREY BOSTON BRIUNS
60	MILT SCHMIDT BOSTON BRIUNS
1	DICK GAMBLE CHICAGO BLACK HAWKS
12	"BUCKY" HOLLINGWORTH CHICAGO BLACK HAWKS
13	RAY TIMGREN CHICAGO BLACK HAWKS
17	GUS MORTSON CHICAGO BLACK HAWKS
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24	METRO PRYSTAI CHICAGO BLACK HAWKS
26	AL ROLLINS CHICAGO BLACK HAWKS
28	LOU JANKOWSKI CHICAGO BLACK HAWKS
30	FRANK MARTIN CHICAGO BLACK HAWKS
33	PETE CONACHER CHICAGO BLACK HAWKS
40	LARRY WILSON CHICAGO BLACK HAWKS
42	RED" SULLIVAN CHICAGO BLACK HAWKS
43	JACK McINTYRE CHICAGO BLACK HAWKS
54	BILL MOSIENKO CHICAGO BLACK HAWKS
4	JOHNNY WILSON DETROIT RED WINGS
5	"RED" KELLY DETROIT RED WINGS
8	GORDIE HOWE DETROIT RED WINGS
9	BENNY WOIT DETROIT RED WINGS
16	GLEN SKOV DETROIT RED WINGS
27	MARCEL PRONOVOST DETROIT RED WINGS
34	MARTY PAVELICH DETROIT RED WINGS
39	ALEX DELVECCHIO DETROIT RED WINGS
45	TONY LESWICK DETROIT RED WINGS
46	BOB GOLDHAM DETROIT RED WINGS
51	TED LINDSAY DETROIT RED WINGS
52	EARL REIBEL DETROIT RED WINGS
57	BILL DINEEN DETROIT RED WINGS
58	TERRY SAWCHUCK DETROIT RED WINGS
59	MARCEL BONIN DETROIT RED WINGS
2	BOB CHRYSTAL NEW YORK RANGERS
3	HARRY HOWELL NEW YORK RANGERS
10	LORNE WORSLEY NEW YORK RANGERS
11	ANDY BATHGATE NEW YORK RANGERS
14	JACK EVANS NEW YORK RANGERS
15	PAUL RONTY NEW YORK RANGERS
22	WALLY HERGESHEIMER NEW YORK RANGERS
23	DANNY LEWICKI NEW YORK RANGERS
29	NICK MICKOSKI NEW YORK RANGERS
32	CAMILLE HENRY NEW YORK RANGERS
41	ALLAN STANLEY NEW YORK RANGERS
44	IVAN IRWIN NEW YORK RANGERS
53	DON RALEIGH NEW YORK RANGERS
55	LARRY POPEIN NEW YORK RANGERS
56	EDGAR LAPRADE NEW YORK RANGERS

PRICING		
1	DICK GAMBLE	50 NM VALUE 1,500
8	GORDIE HOWE	400
58	TERRY SAWCHUCK	200
60	MILT SCHMIDT	75 NM VALUE 1,200
	COMMON	12
	SUPER COMMON	20
	SEMI STAR	25
	HOF	40
	SET	1,000

ONE CENT WRAPPER	200
FIVE CENT WRAPPER	350
ONE CENT PACK	1,500
FIVE CENT PACK	6,000
ONE CENT BOX (EMPTY)	3,000
FIVE CENT BOX (EMPTY)	3,500

## HOCUS FOCUS

Issued As: Hocus Focus

ACC #: R714-26

Issue Date: 1955

Size: "Small": 7/8" x 1 7/16", 22 x 36.5 mm & "Large": 1" x 1 9/16", 25.5 x 39.5 mm

Packaging: 1 cent tab, 5 cent

Manufacturer: Bubbles, Inc.

Base Set Size: 96 (Small), 126 (Large)

Number of Series: 1

Sheet Size: Unknown



Small

Large

*Hocus Focus* is a clear descendant of the 1948-49 *Magic Photo* cards. In fact, each set's packaging suggests both names, although only *Hocus Focus* carries the set name on the reverse. Moisture, sunlight and "developing" paper were all that was needed to make a sepia picture magically appear that answered the quiz question on the back. However, *Hocus Focus* is quite a mysterious issue and does not easily give up its secrets.

Issued in two sizes, not to mention two set lengths and retail configurations, the full checklists for both sets are still unconfirmed visually. To complicate matters, the year of issue is invariably described in hobby references as 1955 for what are referred to as the "small" 7/8" x 1 7/16" or 22 x 36.5 mm cards and 1956 for the "large" 1" x 1 5/16" or 25 x 40 mm cards. These "small" cards were the first gum tab insert from Topps in six years but the two sets have had co-mingled checklists for decades in the guides.

The cards were issued in both one and five cent configurations. The penny packs are almost an exact match to the *Magic Photo* one cent packs but carry a 1955 copyright. The *Hocus Focus* card was inserted between the outer wrapper and the inner one that protected the gum. This inner wrapper was made of foil, not the wax paper used for some of the 1948/49 tabs and the card would have protruded out both ends of the pack. Instructions and "developer" were on the reverse of the outer wrapper; there is some variation in the text between the 1949 and 1955 wrappers as the former advertised an album for the cards and no album for the *Hocus Focus* issues was released. Topps had been using self-contained penny packs for years so the return to their old method of using gum tabs for distribution is curious and it could have been a defensive move against a competitor's product. It is not clear if a one cent box was created or if the gum tabs were also sold in a bulk, vending configuration.

The nickel packs, which bear no copyright date, were elongated and held a four card panel (or possibly two) plus instructions, a chunk of gum and a piece of "developing paper". These are not as close a match with the five cent *Magic Photo* packs but there are similarities. When compared, both types of wrappers identify the Topps subsidiary Bubbles Inc. as the manufacturer, state "Hocus Focus" in large letters and

**“Magic Photos” in smaller type. It is not clear if the *Hocus Focus* five cent wrapper is wax or glassine as they are exceedingly rare.**

**The penny pack cards measure 7/8”x 1 7/16” but there can be up to 1/16” variance in either dimension. The set length is almost certainly 126 cards but rarity prevents a full accounting of subjects at this date. The nickel pack cards show perforations (actual and printed) and measure 1” x 1 9/16” (again, this can vary slightly) and number 96 in length. There was no mixing of sizes between the one and five cent packs. The main, overall numbering from 1-96 is consistent between both sets if you look at subjects that appear in this run. Subjects added to the “small” set are all believed to be above No. 96, but the subset numbering was not seamlessly carried over from one set to the other. The “small” cards also seem to tend a bit more to a true brown sepia than do the “large” cards, which appear in most cases to be darker, approaching true black, when developed.**

**The *American Card Catalog* number for both sets is R714-26 and the 1960 edition states 1956 as the year of issue. This is incorrect based upon the 1955 copyright date on the penny packs, major league baseball transactions and back descriptions concerning Ed Lopat and Johnny Schmitz. Lopat, depicted as a Yankee, was traded from New York to the Baltimore Orioles on July 30, 1955 and would either have been pulled from the “large” set, which had five fewer Baseball Stars when compared to the “small” set, or identified as an Oriole if 1956 was the year of issue. The same goes for Johnny Schmitz as the southpaw was traded to the Boston Red Sox on November 8, 1955 but is a Senator in both sizes of *Hocus Focus*. In addition, the quiz question for Schmitz clearly refers to the previous season, which turns out to be 1954. Notes found in Woody Gelman’s archives also point to a common year of issue but do not identify the date and while it would be nice to think the dating of Topps sets in a guide where Gelman was an Associate Editor is accurate, that was not always the case, especially for the post 1952 “R” cards. These were in the purview of Gene Nardo and are haphazardly referenced in the final version of Burdick’s book. *Hocus Focus* is without a doubt a 1955 issue in both sizes.**

**As noted above *Hocus Focus* cards have the set name clearly spelled out in stylized fashion on their reverses and are often confused with *Magic Photos*, which do not state “Hocus Focus” anywhere on the card. While some subjects are repeated from the 1948-49 set, they have new poses. Historically the published checklists have been co-mingled and jumbled and usually end at No. 96. Not all cards are confirmed above that number in the “small” set and many auction listings are inaccurate as they make no distinction as to size, although historically the majority of cards offered are from the “large” set,**

**An ongoing compilation of a visual database of all *Hocus Focus* cards in order to disentangle the checklists has shown the “large” cards are by far the easier of the two. The “small” set though, has revealed itself to be the rarest retail release ever from Topps with a checklist that may never be fully known. The most widely collected “small” subset, Baseball Stars, had a checklist with five holes in it that were not filled until a 2009 auction unearthed three of the missing examples and a 2011 find revealed the other two, both population: 1.**

**There are eight subsets in the “large” series: 18 Baseball Stars, 15 apiece of Sports Thrills and World Leaders, 11 Westerners, 10 each of Airplanes, Sports Cars and World Wonders and 7 Movie Stars for a grand total of 96. Each card has an overall set number displayed in a black circle on the reverse and also a subset numbering scheme that shows the length of each particular subset. The pictures of the powered craft in the Airplanes subset would also be used in the *Jets* set in 1956 and many of the Sports Cars also appear in *World on Wheels*.**

**The “small” subsets are not fully known, either in subject or length but five have been proved: 25 World Leaders, 23 Baseball Stars, 20 Sports Thrills 15 World Wonders and 15 Airplanes. Four of these have five**

more subjects when compared to the “large” cards and the other, ten more. The historic hobby figure of 121 cards can be discounted as Louis Pasteur is known as number 126. Also *Hocus Focus* “small” and *Magic Photos* are the same size and the two *Magic Photo* series from 1948-49 were each 126 in number and match a known uncut sheet array from that earlier era, making that figure quite plausible. Therefore, if you add the 98 cards known to be in the aforementioned subsets, then Movie Stars (7 cards), Sports Cars (10) and Westerners (11) would round out the 126 card set, each with the same number of cards as in the large issue.

The breakdown of each size’s subsets is as follows:

	<u>LARGE</u>	<u>SMALL</u>
AIRPLANES	10	15
BASEBALL STARS	18	23
MOVIE STARS	7	7
SPORTS CARS	10	10
SPORTS THRILLS	15	20
WESTERNERS	11	11
WORLD LEADERS	15	25
WORLD WONDERS	10	15
TOTAL	<u>96</u>	<u>126</u>

Missing subjects are always a possibility in this era but the fact that the Baseball Stars subset has had all of its cards checklisted would indicate the “small” set was not skip numbered and a full run of the cards was printed and distributed. The “small” cards are just about impossible to find and current estimates are that for every 40 or so “large” cards found, a single “small” card turns up. Unfortunately, not all backs for the Baseball Stars “small” cards have been sighted so the main numbers in the set are not fully known. It is interesting to note that each of the sixteen Major League Baseball teams in 1955 had at least one representative in each set.

Visually unconfirmed cards in the checklist are marked with an asterisk and all cards are priced in Very Good condition, which is a high grade for this set and especially the “small” cards. Parts of this set description appeared in slightly different format in issue #264 of *The Wrapper*. Pricing for the population 1 Baseball Stars is not shown due to only one recorded sale, which was about \$1,000.00 per card, with each in approximately Good condition. Should another example of such subjects turn up, it seems likely the price would drop a little.

Card numbers known from auction listings but without examples being sighted are: 102, 104, 106, 107, 110, 115, 116 and 123.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible, 2011 Standard Catalog of Baseball Cards*, Todd Riley, Bob Lemke, Author’s Research)

**HOCUS FOCUS (SMALL) CHECKLIST**

NUMBER	NAME	SUBSET	NO	OF	TEAM
1	JESSE JAMES*	WESTERNERS			
2	ROTOR CRAFT "PINWHEEL"*	AIRPLANES		15	
3	EMPIRE STATE BUILDING*	WORLD WONDERS		15	
4	ROGER BANNISTER*	SPORTS THRILLS		20	
5	TED WILLIAMS	BASEBALL STARS	7	23	BOSTON RED SOX
6	AVRO "VULCAN"*	AIRPLANES		15	
7	FRANKLIN DELANO ROOSEVELT*	WORLD LEADERS		25	
8	MEL PARNELL	BASEBALL STARS	23	23	BOSTON RED SOX
9	EFFEL TOWER*				
10	SOUTHERN CALIFORNIA*	SPORTS THRILLS		20	
11	BAT MASTERSON*				
12	LOCKHEED XFV-1*	AIRPLANES		15	
13	JACKIE ROBINSON	BASEBALL STARS	16	23	BROOKLYN DODGERS
14	BUFFALO BILL	WESTERNERS			
15	GREAT WALL OF CHINA	WORLD WONDERS		15	
16	WOODROW WILSON*				
17	DOG RACING*	SPORTS THRILLS		20	
18	AVRO 707B*	AIRPLANES		15	
19	SOCCER*	SPORTS THRILLS		20	
20	ARS 1301*	AIRPLANES		15	
21	ELDORADO BROUGHAM*	SPORTS CARS			
22	"TRIDENT"*	AIRPLANES		15	
23	KIRK DOUGLAS*	MOVIE STARS			
24	MT. EVEREST*	WORLD WONDERS		15	
25	ANTONINA ROCCA*	SPORTS THRILLS		20	
26	HARVEY HADDIX	BASEBALL STARS	8	23	ST. LOUIS CARDINALS
27	SKIING*	SPORTS THRILLS		20	
28	BING CROSBY*	MOVIE STARS			
29	GOLDEN GATE BRIDGE*	WORLD WONDERS		15	
30	HANK SAUER	BASEBALL STARS	5	23	CHICAGO CUBS
31	RAY BOONE *	BASEBALL STARS	9	23	DETROIT TIGERS
32	THE WRIGHT BROTHERS*				
33	LA SALLE II SPORTS COUPE*	SPORTS CARS			
34	JANE RUSSELL*				
35	THE JAGUAR*	SPORTS CARS			
36	BRITISH M.G.*	SPORTS CARS			
37	CHARLES A. LINDBERGH*	WORLD LEADERS		25	
38	LA SALLE II SPORTS COUPE*	SPORTS CARS			
39	SUNBEAM ALPINE*	SPORTS CARS			
40	LEANING TOWER OF PISA*				
41	MT. RUSHMORE*				
42	HAL SMITH	BASEBALL STARS	17	23	BALTIMORE ORIOLES
43	DICK GROAT	BASEBALL STARS	3	23	PITTSBURGH PIRATES
44	ED LOPAT *	BASEBALL STARS	4	23	NEW YORK YANKEES
45	ALFA-ROMEO*	SPORTS CARS			
46	CONVAIR "FICON"*	AIRPLANES		15	
47	THOMAS ALVA EDISON*	WORLD LEADERS		25	
48	GENERAL DOUGLAS MacARTHUR*				
49	GUS ZERNIAL	BASEBALL STARS	15	23	KANSAS CITY ATHLETICS
50	BUICK WILDCAT III *	SPORTS CARS			
51	MAYO SMITH	BASEBALL STARS	11	23	PHILADELPHIA PHILLIES
52	BARBARA STANWYCK*	MOVIE STARS			
53	GEN. CUSTER*	WESTERNERS			
54	ROCKY MARCIANO	SPORTS THRILLS	2	20	
55	PYRAMIDS*	WORLD WONDERS		15	
56	JAMES STEWART*				
57	BULLFIGHTING*	SPORTS THRILLS		20	
58	THEODORE ROOSEVELT	WORLD LEADERS	10	25	
59	WILD BILL HICKOK*	WESTERNERS			
60	"SPOOK" JACOBS	BASEBALL STARS	22	23	KANSAS CITY ATHLETICS
61	HOCKEY*	SPORTS THRILLS		20	
62	MOTOR BOAT RACING*	SPORTS THRILLS		20	
63	DIVING*	SPORTS THRILLS		20	
64	PANAMA CANAL*	WORLD WONDERS		15	
65	WINSTON CHURCHILL*	WORLD LEADERS		25	
66	ABRAHAM LINCOLN*	WORLD LEADERS		25	
67	JIM RIVERA *	BASEBALL STARS	13	23	CHICAGO WHITE SOX
68	DWIGHT D. EISENHOWER*	WORLD LEADERS		25	
69	AL ROSEN *	BASEBALL STARS	10	23	CLEVELAND INDIANS
70	BOBSLEDDING*	SPORTS THRILLS		20	
71	TAJ MAHAL*	WORLD WONDERS		15	
72	ANNIE OAKLEY*	WESTERNERS			

## HOCUS FOCUS (SMALL) CHECKLIST

NUMBER	NAME	SUBSET	NO	OF	TEAM
73	RODEO*	SPORTS THRILLS		20	
74	ALLIGATOR WRESTLING*	SPORTS THRILLS		20	
75	KURTIS*	SPORTS CARS			
76	HINDENBURG*	AIRPLANES		15	
77	NORTHROP X-4*	AIRPLANES		15	
78	SAAB 210 "DRAKEN"*	AIRPLANES		15	
79	TED KLUSZEWSKI	BASEBALL STARS	14	23	CINCINNATI REDLEGS
80	ELIZABETH II*	WORLD LEADERS		25	
81	KIT CARSON*	WESTERNERS			
82	HARRY S. TRUMAN*	WORLD LEADERS		25	
83	ROBERT RYAN*	MOVIE STARS			
84	JOHNNY SCHMITZ	BASEBALL STARS	18	23	WASHINGTON SENATORS
85	SAM HOUSTON	WESTERNERS			
86	"DUSTY" RHODES *	BASEBALL STARS	6	23	NEW YORK GIANTS
87	WARREN SPAHN *	BASEBALL STARS	12	23	MILWAUKEE BRAVES
88	SKIN DIVING*	SPORTS THRILLS		20	
89	CALAMITY JANE*	WESTERNERS			
90	GORDON SCOTT*	MOVIE STARS			
91	MAHATMA GANDHI*	WORLD LEADERS		25	
92	DAVY CROCKETT*	WESTERNERS			
93	BILLY THE KID*	WESTERNERS			
94	THE BENTLEY*	SPORTS CARS			
95	ALBERT EINSTEIN*				
96	GEORGE WASHINGTON CARVER*	WORLD LEADERS		25	
97					
98					
99	ADMIRAL RICHARD E. BYRD	WORLD LEADERS	19	25	
100	GENERAL GEORGE MARSHALL	WORLD LEADERS	22	25	
101					
102					
103	WALLY MOON	BASEBALL STARS	19	23	ST. LOUIS CARDINALS
104					
105	BOEING BOMARC	AIRPLANES	15	15	
106					
107					
108					
109	ED MATHEWS *	BASEBALL STARS	21	23	MILWAUKEE BRAVES
110					
111					
112	CHRIST OF THE ANDES	WORLD WONDERS	15	15	
113	AMELIA EARHART *				
114	286 1/2	SPORTS THRILLS	16	20	
115					
116					
117	BABE RUTH *	BASEBALL STARS	1	23	NEW YORK YANKEES
118	FLORENCE NIGHTINGALE	WORLD LEADERS	23	25	
119					
120					
121	ARCHIE MOORE	SPORTS THRILLS	18	20	
122	KARL SPOONER *	BASEBALL STARS	20	23	BROOKLYN DODGERS
123					
124					
125					
126	LOUIS PASTEUR	WORLD LEADERS	21	25	
??	LOU GEHRIG	BASEBALL STARS	2	23	NEW YORK YANKEES

### PRICING (REFLECTS VERY GOOD CONDITION)

5	TED WILLIAMS	2500
13	JACKIE ROBINSON	2000
54	ROCKY MARCIANO	250
87	WARREN SPAHN	1000
109	ED MATHEWS *	1000
117	BABE RUTH *	2000
121	ARCHIE MOORE	125
??	LOU GEHRIG	2000
	COMMON	30
	COMMON BASEBALL STAR	500
	COMMON MOVIE STAR	50
	BETTER KNOWN SUBJECTS	40
	SET (SINGLES)	SPEC.
	ONE CENT WRAPPER	150
	ONE CENT PACK	SPEC.
	ONE CENT BOX (EMPTY)	SPEC.

**HOCUS FOCUS (LARGE) CHECKLIST**

NUMBER	NAME	SUBSET	NO	OF	TEAM
1	JESSE JAMES	WESTERNERS	3	11	
2	ROTOR CRAFT "PINWHEEL"	AIRPLANES	5	10	
3	EMPIRE STATE BUILDING	WORLD WONDERS	1	10	
4	ROGER BANNISTER	SPORTS THRILLS	4	15	
5	TED WILLIAMS	BASEBALL STARS	5	18	BOSTON RED SOX
6	AVRO "VULCAN"	AIRPLANES	4	10	
7	FRANKLIN DELANO ROOSEVELT	WORLD LEADERS	1	15	
8	MEL PARNELL	BASEBALL STARS	18	18	BOSTON RED SOX
9	EFFEL TOWER	WORLD WONDERS	3	10	
10	SOUTHERN CALIFORNIA	SPORTS THRILLS	1	15	
11	BAT MASTERSON*	WESTERNERS	6	11	
12	LOCKHEED XFV-1	AIRPLANES	8	10	
13	JACKIE ROBINSON	BASEBALL STARS	14	18	BROOKLYN DODGERS
14	BUFFALO BILL	WESTERNERS	8	11	
15	GREAT WALL OF CHINA	WORLD WONDERS	5	10	
16	WOODROW WILSON*	WORLD LEADERS		15	
17	DOG RACING	SPORTS THRILLS	13	15	
18	AVRO 707B	AIRPLANES	2	10	
19	SOCCER	SPORTS THRILLS	8	15	
20	ARS 1301	AIRPLANES	1	10	
21	ELDORADO BROUGHAM	SPORTS CARS	3	10	
22	"TRIDENT"	AIRPLANES	7	10	
23	KIRK DOUGLAS	MOVIE STARS	3	7	
24	MT. EVEREST	WORLD WONDERS	7	10	
25	ANTONINA ROCCA	SPORTS THRILLS	3	15	
26	HARVEY HADDIX	BASEBALL STARS	6	18	ST. LOUIS CARDINALS
27	SKIING	SPORTS THRILLS	5	15	
28	BING CROSBY	MOVIE STARS	1	7	
29	GOLDEN GATE BRIDGE	WORLD WONDERS	10	10	
30	HANK SAUER	BASEBALL STARS	3	18	CHICAGO CUBS
31	RAY BOONE	BASEBALL STARS	7	18	DETROIT TIGERS
32	THE WRIGHT BROTHERS*	WORLD LEADERS		15	
33	LA SALLE II SPORTS COUPE	SPORTS CARS	10	10	
34	JANE RUSSELL*	MOVIE STARS		7	
35	THE JAGUAR	SPORTS CARS		10	
36	BRITISH M.G.	SPORTS CARS	2	10	
37	CHARLES A. LINDBERGH	WORLD LEADERS	15	15	
38	LA SALLE II SPORTS COUPE	SPORTS CARS	7	10	
39	SUNBEAM ALPINE	SPORTS CARS	5	10	
40	LEANING TOWER OF PISA*	WORLD WONDERS		10	
41	MT. RUSHMORE*	WORLD WONDERS		10	
42	HAL SMITH	BASEBALL STARS	15	18	BALTIMORE ORIOLES
43	DICK GROAT	BASEBALL STARS	1	18	PITTSBURGH PIRATES
44	ED LOPAT	BASEBALL STARS	2	18	NEW YORK YANKEES
45	ALFA-ROMEO	SPORTS CARS	8	10	
46	CONVAIR "FICON"	AIRPLANES	6	10	
47	THOMAS ALVA EDISON	WORLD LEADERS	8	15	
48	GENERAL DOUGLAS MacARTHUR	WORLD LEADERS		15	
49	GUS ZERNIAL	BASEBALL STARS	13	18	KANSAS CITY ATHLETICS
50	BUICK WILDCAT III	SPORTS CARS		10	
51	MAYO SMITH	BASEBALL STARS	9	18	PHILADELPHIA PHILLIES
52	BARBARA STANWYCK	MOVIE STARS	4	7	
53	GEN. CUSTER	WESTERNERS	11	11	
54	ROCKY MARCIANO	SPORTS THRILLS	2	15	
55	PYRAMIDS	WORLD WONDERS	6	10	
56	JAMES STEWART*	MOVIE STARS		7	



**HOCUS FOCUS (LARGE) CHECKLIST**

NUMBER	NAME	SUBSET	NO	OF	TEAM
57	BULLFIGHTING	SPORTS THRILLS	7	15	
58	THEODORE ROOSEVELT	WORLD LEADERS	10	15	
59	WILD BILL HICKOK	WESTERNERS	4	11	
60	"SPOOK" JACOBS	BASEBALL STARS	17	18	KANSAS CITY ATHLETICS
61	HOCKEY	SPORTS THRILLS	14	15	
62	MOTOR BOAT RACING	SPORTS THRILLS	11	15	
63	DIVING	SPORTS THRILLS	9	15	
64	PANAMA CANAL	WORLD WONDERS	8	10	
65	WINSTON CHURCHILL	WORLD LEADERS	6	15	
66	ABRAHAM LINCOLN	WORLD LEADERS	3	15	
67	JIM RIVERA	BASEBALL STARS	11	18	CHICAGO WHITE SOX
68	DWIGHT D. EISENHOWER	WORLD LEADERS	5	15	
69	AL ROSEN	BASEBALL STARS	8	18	CLEVELAND INDIANS
70	BOBSLEDDING	SPORTS THRILLS	6	15	
71	TAJ MAHAL	WORLD WONDERS	4	10	
72	ANNIE OAKLEY	WESTERNERS	1	11	
73	RODEO	SPORTS THRILLS	15	15	
74	ALLIGATOR WRESTLING	SPORTS THRILLS	12	15	
75	KURTIS	SPORTS CARS		10	
76	HINDENBURG	AIRPLANES	9	10	
77	NORTHROP X-4	AIRPLANES	3	10	
78	SAAB 210 "DRAKEN"	AIRPLANES	10	10	
79	TED KLUSZEWSKI	BASEBALL STARS	12	18	CINCINNATI REDLEGS
80	ELIZABETH II	WORLD LEADERS	9	15	
81	KIT CARSON	WESTERNERS	2	11	
82	HARRY S. TRUMAN	WORLD LEADERS	11	15	
83	ROBERT RYAN	MOVIE STARS	5	7	
84	JOHNNY SCHMITZ	BASEBALL STARS	16	18	WASHINGTON SENATORS
85	SAM HOUSTON	WESTERNERS	5	11	
86	"DUSTY" RHODES	BASEBALL STARS	4	18	NEW YORK GIANTS
87	WARREN SPAHN	BASEBALL STARS	10	18	MILWAUKEE BRAVES
88	SKIN DIVING	SPORTS THRILLS	10	15	
89	CALAMITY JANE	WESTERNERS	10	11	
90	GORDON SCOTT	MOVIE STARS	7	7	
91	MAHATMA GANDHI	WORLD LEADERS	14	15	
92	DAVY CROCKETT	WESTERNERS	9	11	
93	BILLY THE KID	WESTERNERS	7	11	
94	THE BENTLEY	SPORTS CARS	9	10	
95	ALBERT EINSTEIN	WORLD LEADERS		15	
96	GEORGE WASHINGTON CARVER	WORLD LEADERS	14	15	

**PRICING (REFLECTS VERY GOOD CONDITION)**

5	TED WILLIAMS	750
13	JACKIE ROBINSON	650
54	ROCKY MARCIANO	100
87	WARREN SPAHN	250
	COMMON	15
	COMMON PANEL	150
	COMMON BASEBALL STAR	125
	COMMON MOVIE STAR	25
	BETTER KNOWN SUBJECTS	20
	SET (SINGLES)	SPEC.
	SET (PANELS)	SPEC.
	FIVE CENT WRAPPER	500
	FIVE CENT PACK	SPEC.
	FIVE CENT BOX (EMPTY)	SPEC.

## HOPALONG CASSIDY

Issued As: Hopalong Cassidy

ACC #: R712-2

Issue Date: 1950

Size: 2 1/16" x 2 5/8", 52.5 x 67 mm

Packaging: 1 cent, 1 cent Bond Bread promotional, 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 238

Number of Series: 2

Sheet Size: Unknown



***Hopalong Cassidy* was the first character driven Topps card set, created due to two kid's crazes coinciding in a perfect storm of pop culture influence. Bill "Hopalong" Cassidy or Hoppy, as the character and brand were nicknamed, was first known to mid-century youngsters as the star in a series of short subjects after being the protagonist in over two dozen novels beginning in 1904. The first Hoppy movie, running about an hour long, was released in 1935 with Hopalong played by William Boyd and portrayed as a black outfitted cowboy who was on the good side of the law.**

**Hoppy, his horse Topper and two sidekicks, usually some combination of the characters Windy Halliday, Speedy McGinnis and California Carlson, roamed the American West in over five dozen short films, popularly categorized as "B Westerns", released through 1948. Boyd took over as producer in 1944 and after the end of the original theatrical releases negotiated a deal to obtain the rights to the movies and, perhaps even more importantly, the rights to license the character. He then approached NBC and struck a deal to package the movies into a television series, which debuted locally in New York City in 1948 before quickly gaining national network exposure the following year. The show was a smash with the kiddies.**

**By 1950 Boyd had arranged licensing deals in almost unprecedented fashion, as more than 100 different manufacturers began cranking out all sorts of Hoppy gear. Topps struck a deal very early on and by the end of the 1950 school year had released a series of 194 cards, featuring scenes from eight different movies (or more properly, TV episodes by this point), each running around 24 cards. These were essentially subsets and numbered as such on their reverses.**

**The backs (and wrappers) also contained a William Boyd copyright, the card number shown in a replica of Hoppy's black cowboy hat, the subset (each was called an "episode") name and number and some descriptive text. These eight subsets, each featuring black and white stills with each subset tinted a different color, featured a foil fronted title card that was probably the result of some new technology developed by Topps' packaging and printing vendors. These foil cards are considered highly desirable**

today, especially in top condition but they are not part of each episode's subset numbering and can be considered as an insert. The foil cards are unnumbered but can be found in two card panels or singly. The foil's backs resembled those of the regular cards, with the eight episodes listed and advised "Every Set Another Color".

Following the trend established earlier in the year, two card panels, easily separated, of *Hopalong Cassidy* were sold in nickel packs as well singly in the still new self-contained penny packs. Nickel packs advertised the eight episodes available on the bottom back flap and were predominantly produced in a bright yellow color. It has not been established if all Hoppy cards came in panelized form. Penny packs came in either white or green were also attached to a line of greeting cards issued by the Buzza Cardozo Greeting Card Company. A promotion with Bond Bread resulted in two packs being specifically designed for the promotion; these contained a single card and a slab of gum just like the regular packs.

After the first series ran its course, Topps issued 44 additional cards in a multicolored, garish, almost cartoony style, representing two new episodes of 22 cards each. Intriguingly, these cards have colors and graphic elements that mimic those of a 1950 *Lone Ranger* set put out by Ed-U-Cards. No foil cards were issued along with these high numbers, which were printed in slightly lesser quantities than the low numbers but also came panelized. It is not certain the five cent wrapper was modified to show these two new episodes or if they were sold as a standalone second series. The cards in both series are sometimes subject to strange, angled and practically curved cuts, no doubt the result of Topps getting the kinks out of their cutting equipment.

The episodes and hues were produced as follows:

<u>Numbers</u>	<u>Episode</u>	<u>Color</u>	<u>Subset Total</u>	<u>Foil Title Card</u>
1-23	Dangerous Venture	Blue	23	Yes
21-47	Borrowed Trouble	Brown	24	Yes
48-71	Hoppy's Holiday	Pink	24	Yes
72-95	False Paradise	Green Sepia	24	Yes
96-117	Unexpected Guest	Black	22	Yes
118-141	Devil's Playground	Dark Green	24	Yes
142-165	Fool's Gold	Red	24	Yes
166-186	The Dead Don't Dream	Purple	21	Yes
187-208	Silent Conflict	Multicolored	22	No
209-230	Sinister Journey	Multicolored	<u>22</u>	No
			230	

The "Hopalong Cassidy" title on the backs of the Unexpected Guest and Devil's Playground episodes is printed in a smaller font size than those of the other eight episodes for unknown reasons. It is also unclear why the various subsets are not all either a common 22 or 24 cards in length. The checklist eliminates quotation marks for the sake of simplicity.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, *American Card Catalog*, *Total Television* by Alex McNeil, <http://www1.coe.neu.edu/~dan/hoppy/go-start.html> , Author's Research)

**HOPALONG CASSIDY CHECKLIST**

NUMBER	NAME	SUBSET	NO	OF
1	TROUBLE AHEAD	DANGEROUS VENTURE	1	23
2	THE LYING RUSTLERS	DANGEROUS VENTURE	2	23
3	THE SHERIFF TALKS	DANGEROUS VENTURE	3	23
4	ALMOST KNIFED	DANGEROUS VENTURE	4	23
5	HOPPY STRIKES BACK	DANGEROUS VENTURE	5	23
6	SOLEMN PROMISE	DANGEROUS VENTURE	6	23
7	HOPPY FALLS	DANGEROUS VENTURE	7	23
8	READY FOR TROUBLE	DANGEROUS VENTURE	8	23
9	TREACHERY	DANGEROUS VENTURE	9	23
10	THE BARGAIN	DANGEROUS VENTURE	10	23
11	SHOOTING FURY	DANGEROUS VENTURE	11	23
12	FALSE EVIDENCE	DANGEROUS VENTURE	12	23
13	A CLEVER TRICK	DANGEROUS VENTURE	13	23
14	VICIOUS PARTNERS	DANGEROUS VENTURE	14	23
15	THE WOUNDED INDIAN	DANGEROUS VENTURE	15	23
16	DEATH STRUGGLE	DANGEROUS VENTURE	16	23
17	HOPPY'S WARNING	DANGEROUS VENTURE	17	23
18	A FATAL BOAST	DANGEROUS VENTURE	18	23
19	HUMAN SACRIFICE	DANGEROUS VENTURE	19	23
20	TWO-GUN MAN	DANGEROUS VENTURE	20	23
21	ON HOPPY'S TRAIL	DANGEROUS VENTURE	21	23
22	DEADLY CREED	DANGEROUS VENTURE	22	23
23	WHAT'S AHEAD?	DANGEROUS VENTURE	23	23
24	PAY DAY	BORROWED TROUBLE	1	24
25	WHERE'S CALIFORNIA	BORROWED TROUBLE	2	24
26	UNSEEN ENEMY	BORROWED TROUBLE	3	24
27	FIGHTING SCHOOL TEACHER	BORROWED TROUBLE	4	24
28	READY GUNS	BORROWED TROUBLE	5	24
29	HOPPY ARRIVES	BORROWED TROUBLE	6	24
30	THE THREAT	BORROWED TROUBLE	7	24
31	MISSING TEACHER	BORROWED TROUBLE	8	24
32	LOOK OUT, HOPPY	BORROWED TROUBLE	9	24
33	SHOOT FAST	BORROWED TROUBLE	10	24
34	HOPPY TEACHES	BORROWED TROUBLE	11	24
35	THE CLUE	BORROWED TROUBLE	12	24
36	CALIFORNIA'S TROUBLES	BORROWED TROUBLE	13	24
37	THE SECRET CABIN	BORROWED TROUBLE	14	24
38	SILENT DANGER	BORROWED TROUBLE	15	24
39	WATCH OUT, HOPPY	BORROWED TROUBLE	16	24
40	FLYING FISTS	BORROWED TROUBLE	17	24
41	GET HOPPY	BORROWED TROUBLE	18	24
42	AN OLD TRICK	BORROWED TROUBLE	19	24
43	HARD WORDS	BORROWED TROUBLE	20	24
44	YOU DID IT	BORROWED TROUBLE	21	24
45	HOPPY FACES DEATH	BORROWED TROUBLE	22	24
46	LUCKY APPLE	BORROWED TROUBLE	23	24
47	WHAT'S NEXT	BORROWED TROUBLE	24	24
48	BIG CELEBRATION	HOPPY'S HOLIDAY	1	24
49	MESS IN MESA CITY	HOPPY'S HOLIDAY	2	24
50	SUSPICIOUS CHARACTER	HOPPY'S HOLIDAY	3	24
51	DON'T TRICK HOPPY	HOPPY'S HOLIDAY	4	24
52	HOPPY'S SURPRISE	HOPPY'S HOLIDAY	5	24
53	DANGER IN NEW DUDS	HOPPY'S HOLIDAY	6	24
54	BATTLE WITH BANKROBBERS	HOPPY'S HOLIDAY	7	24
55	BLAZING GUNS	HOPPY'S HOLIDAY	8	24
56	UNEXPECTED TREASURE	HOPPY'S HOLIDAY	9	24
57	CALIFORNIA'S ARREST	HOPPY'S HOLIDAY	10	24
58	THE TRAP	HOPPY'S HOLIDAY	11	24
59	MAKE CALIFORNIA TALK	HOPPY'S HOLIDAY	12	24
60	PROTECT CALIFORNIA	HOPPY'S HOLIDAY	13	24
61	CALIFORNIA ON THE SPOT	HOPPY'S HOLIDAY	14	24
62	CAUGHT RED-HANDED	HOPPY'S HOLIDAY	15	24
63	A SUDDEN SHOT	HOPPY'S HOLIDAY	16	24
64	HOPPY IS WOUNDED	HOPPY'S HOLIDAY	17	24
65	FIGHTING FURY	HOPPY'S HOLIDAY	18	24
66	THE GETAWAY	HOPPY'S HOLIDAY	19	24
67	THE POSSE RIDES	HOPPY'S HOLIDAY	20	24
68	FIGHTING BACK	HOPPY'S HOLIDAY	21	24
69	DESPERATE CHARGE	HOPPY'S HOLIDAY	22	24
70	DUEL OF DEATH	HOPPY'S HOLIDAY	23	24
71	FOUND MONEY	HOPPY'S HOLIDAY	24	24

**HOPALONG CASSIDY CHECKLIST**

NUMBER	NAME	SUBSET	NO	OF
72	RUNAWAY	FALSE PARADISE	1	24
73	STOP THOSE HORSES	FALSE PARADISE	2	24
74	NEW NEIGHBORS	FALSE PARADISE	3	24
75	BAD NEWS	FALSE PARADISE	4	24
76	BURIED RICHES	FALSE PARADISE	5	24
77	BINDING SALE	FALSE PARADISE	6	24
78	A SECRET DISCLOSED	FALSE PARADISE	7	24
79	MEETING OF THE THIEVES	FALSE PARADISE	8	24
80	THE KNOCK-OUT	FALSE PARADISE	9	24
81	THE DANGEROUS LOAN	FALSE PARADISE	10	24
82	A BAD ACCIDENT	FALSE PARADISE	11	24
83	DYNAMITE ROARS	FALSE PARADISE	12	24
84	DEATH STRIKES	FALSE PARADISE	13	24
85	DANGEROUS RESCUE	FALSE PARADISE	14	24
86	HAPPY HOPPY	FALSE PARADISE	15	24
87	STRANGE ALLIANCE	FALSE PARADISE	16	24
88	HOPPY SEES TREACHERY	FALSE PARADISE	17	24
89	AMBUSH	FALSE PARADISE	18	24
90	SURPRISE DEFENSE	FALSE PARADISE	19	24
91	TRAIL THAT GANG!	FALSE PARADISE	20	24
92	BULLETS OF DEATH	FALSE PARADISE	21	24
93	CORNERED	FALSE PARADISE	22	24
94	PAYMENT AT GUN POINT	FALSE PARADISE	23	24
95	PALS TOGETHER	FALSE PARADISE	24	24
96	CALIFORNIA'S DEAD RELATIVES	UNEXPECTED GUEST	1	22
97	WAS IT MURDER?	UNEXPECTED GUEST	2	22
98	THE STRANGE WILL	UNEXPECTED GUEST	3	22
99	ANOTHER DEAD RELATIVE	UNEXPECTED GUEST	4	22
100	HUNTING THE KILLER	UNEXPECTED GUEST	5	22
101	THE TALKING DEAD	UNEXPECTED GUEST	6	22
102	INVESTIGATION HALTED	UNEXPECTED GUEST	7	22
103	ATTEMPTED MURDER	UNEXPECTED GUEST	8	22
104	BURIED WEALTH	UNEXPECTED GUEST	9	22
105	SMOKING GUNS	UNEXPECTED GUEST	10	22
106	SAFETY FIRST	UNEXPECTED GUEST	11	22
107	SECRET DRAWER	UNEXPECTED GUEST	12	22
108	SOUNDS IN THE WALL	UNEXPECTED GUEST	13	22
109	FRIEND IN TROUBLE	UNEXPECTED GUEST	14	22
110	HOPPY'S DANGER	UNEXPECTED GUEST	15	22
111	JUMP FOR LIFE	UNEXPECTED GUEST	16	22
112	TALK OR DIE	UNEXPECTED GUEST	17	22
113	MYSTERY MAN	UNEXPECTED GUEST	18	22
114	FIGHT TO THE FINISH	UNEXPECTED GUEST	19	22
115	WHO IS IT?	UNEXPECTED GUEST	20	22
116	PALS SEPARATE	UNEXPECTED GUEST	21	22
117	SUDDEN DECISION	UNEXPECTED GUEST	22	22
118	GHOST RIDERS	DEVIL'S PLAYGROUND	1	24
119	WOUNDED	DEVIL'S PLAYGROUND	2	24
120	HEADING FOR DANGER	DEVIL'S PLAYGROUND	3	24
121	A WARNING IGNORED	DEVIL'S PLAYGROUND	4	24
122	WHERE'S THE GIRL?	DEVIL'S PLAYGROUND	5	24
123	HIDDEN GOLD	DEVIL'S PLAYGROUND	6	24
124	MAP OF DEATH	DEVIL'S PLAYGROUND	7	24
125	RIVER FIGHT	DEVIL'S PLAYGROUND	8	24
126	HANDS UP	DEVIL'S PLAYGROUND	9	24
127	LOCKED UP	DEVIL'S PLAYGROUND	10	24
128	HOPPY IN JAIL	DEVIL'S PLAYGROUND	11	24
129	SUDDEN PAINS	DEVIL'S PLAYGROUND	12	24
130	ESCAPE	DEVIL'S PLAYGROUND	13	24
131	SEARCH FOR GOLD	DEVIL'S PLAYGROUND	14	24
132	STUPID SHERIFF	DEVIL'S PLAYGROUND	15	24
133	HOPPY IN TROUBLE	DEVIL'S PLAYGROUND	16	24
134	HOPPY DEFIES THE LAW	DEVIL'S PLAYGROUND	17	24
135	UNEXPECTED DANGER	DEVIL'S PLAYGROUND	18	24
136	ROBBER'S LOOT	DEVIL'S PLAYGROUND	19	24
137	KILL THEM ALL	DEVIL'S PLAYGROUND	20	24
138	OUT OF AMMUNITION	DEVIL'S PLAYGROUND	21	24
139	HOPPY'S SURRENDER	DEVIL'S PLAYGROUND	22	24
140	SMOKE SCREEN	DEVIL'S PLAYGROUND	23	24
141	KEEP SMILING	DEVIL'S PLAYGROUND	24	24

**HOPALONG CASSIDY CHECKLIST**

NUMBER	NAME	SUBSET	NO	OF
142	ACTION WANTED	FOOL'S GOLD	1	24
143	DANGEROUS MISSION	FOOL'S GOLD	2	24
144	FOLLOWED	FOOL'S GOLD	3	24
145	ORDERED TO LEAVE	FOOL'S GOLD	4	24
146	ROUGH TREATMENT	FOOL'S GOLD	5	24
147	RUNAWAY CART	FOOL'S GOLD	6	24
148	SPIDER COLLECTOR	FOOL'S GOLD	7	24
149	PROBLEM FOR CALIFORNIA	FOOL'S GOLD	8	24
150	PLANS OVERHEARD	FOOL'S GOLD	9	24
151	THE MEETING	FOOL'S GOLD	10	24
152	FORCED ACCOMPLICE	FOOL'S GOLD	11	24
153	KNOCKED OUT	FOOL'S GOLD	12	24
154	MYSTERIOUS LABORATORY	FOOL'S GOLD	13	24
155	FAKE GOLD BRICKS	FOOL'S GOLD	14	24
156	HOPPY FINDS HIS MAN	FOOL'S GOLD	15	24
157	BOUND HANDS	FOOL'S GOLD	16	24
158	DANGER OF DEATH	FOOL'S GOLD	17	24
159	TABLES ARE TURNED	FOOL'S GOLD	18	24
160	RACE AGAINST TIME	FOOL'S GOLD	19	24
161	FALSE SIGNATURE	FOOL'S GOLD	20	24
162	FLYING LASSO	FOOL'S GOLD	21	24
163	ONE MAN LESS	FOOL'S GOLD	22	24
164	VICTORY YELL	FOOL'S GOLD	23	24
165	BAR-20 AHEAD	FOOL'S GOLD	24	24
166	LUCKY'S WEDDING	THE DEAD DON'T DREAM	1	21
167	MARY'S MISSING UNCLE	THE DEAD DON'T DREAM	2	21
168	THE SEARCH BEGINS	THE DEAD DON'T DREAM	3	21
169	A DEAD BODY	THE DEAD DON'T DREAM	4	21
170	NEW SUSPECT	THE DEAD DON'T DREAM	5	21
171	THE DEATH ROOM	THE DEAD DON'T DREAM	6	21
172	ANOTHER DISAPPEARANCE	THE DEAD DON'T DREAM	7	21
173	EVIDENCE OF MURDER	THE DEAD DON'T DREAM	8	21
174	THE MISSING CORPSE	THE DEAD DON'T DREAM	9	21
175	SUSPICIOUS INTRUDERS	THE DEAD DON'T DREAM	10	21
176	WHERE IS THE SHERIFF?	THE DEAD DON'T DREAM	11	21
177	DEAD MEN DON'T TALK	THE DEAD DON'T DREAM	12	21
178	PROSPECT FOR MURDER	THE DEAD DON'T DREAM	13	21
179	THE KILLER IS HERE	THE DEAD DON'T DREAM	14	21
180	DEATH DESCENDS	THE DEAD DON'T DREAM	15	21
181	A KILLER TRAPPED	THE DEAD DON'T DREAM	16	21
182	PARTNERS IN MURDER	THE DEAD DON'T DREAM	17	21
183	HOPPY BREAKS AWAY	THE DEAD DON'T DREAM	18	21
184	THE SHOT	THE DEAD DON'T DREAM	19	21
185	CALIFORNIA TO THE RESCUE	THE DEAD DON'T DREAM	20	21
186	TOGETHER AGAIN	THE DEAD DON'T DREAM	21	21
187	TOO MUCH MONEY	SILENT CONFLICT	1	22
188	STRANGE FRIENDS	SILENT CONFLICT	2	22
189	LUCKY WON'T TALK	SILENT CONFLICT	3	22
190	LUCKY TALKS TOO MUCH	SILENT CONFLICT	4	22
191	UNEXPECTED NEWS	SILENT CONFLICT	5	22
192	DANGEROUS TEA	SILENT CONFLICT	6	22
193	STOLEN GOLD	SILENT CONFLICT	7	22
194	SECRET MEETING	SILENT CONFLICT	8	22
195	HOPPY IS SUSPECTED	SILENT CONFLICT	9	22
196	ORDERS TO KILL	SILENT CONFLICT	10	22
197	QUICK ON THE DRAW	SILENT CONFLICT	11	22
198	EXPLANATION NOT WANTED	SILENT CONFLICT	12	22
199	ONE GUN FOR FOUR	SILENT CONFLICT	13	22
200	DANGER IN THE HILLS	SILENT CONFLICT	14	22
201	INSTRUCTIONS FOR MURDER	SILENT CONFLICT	15	22
202	LUCKY SHOOTS AT HIS PALS	SILENT CONFLICT	16	22
203	QUICK ACTION NEEDED	SILENT CONFLICT	17	22
204	FIGHT FOR LIFE	SILENT CONFLICT	18	22
205	BACK TO NORMAL	SILENT CONFLICT	19	22
206	HIDEOUT	SILENT CONFLICT	20	22
207	READY TO SHOOT	SILENT CONFLICT	21	22
208	A CROOK SURRENDERS	SILENT CONFLICT	22	22

## HOPALONG CASSIDY CHECKLIST

NUMBER	NAME	SUBSET	NO	OF
209	RUNAWAY HORSE	SINISTER JOURNEY	1	22
210	URGENT REQUEST	SINISTER JOURNEY	2	22
211	PLOT FOR MURDER	SINISTER JOURNEY	3	22
212	SPECIAL ASSIGNMENT	SINISTER JOURNEY	4	22
213	A THREAT	SINISTER JOURNEY	5	22
214	FURIOUS FISTS	SINISTER JOURNEY	6	22
215	TROUBLE BREWING	SINISTER JOURNEY	7	22
216	CALIFORNIA IN TROUBLE	SINISTER JOURNEY	8	22
217	A SHOT IN THE NIGHT	SINISTER JOURNEY	9	22
218	FALSE ACCUSATION	SINISTER JOURNEY	10	22
219	A WARNING	SINISTER JOURNEY	11	22
220	QUICK THINKING	SINISTER JOURNEY	12	22
221	UNKNOWN ENEMY	SINISTER JOURNEY	13	22
222	NAME THE KILLER	SINISTER JOURNEY	14	22
223	A TREACHEROUS SHOT	SINISTER JOURNEY	15	22
224	THE LIE	SINISTER JOURNEY	16	22
225	THE KILLER STRIKES	SINISTER JOURNEY	17	22
226	MISSING SUSPECT	SINISTER JOURNEY	18	22
227	HOPPY FINDS THE ACCUSED MAN	SINISTER JOURNEY	19	22
228	CALIFORNIA PULLS A SWITCH	SINISTER JOURNEY	20	22
229	CAUGHT	SINISTER JOURNEY	21	22
230	HOPPY'S TRICK	SINISTER JOURNEY	22	22
FOIL	HOPALONG CASSIDY IN	DANGEROUS VENTURE		
FOIL	HOPALONG CASSIDY IN	BORROWED TROUBLE		
FOIL	HOPALONG CASSIDY IN	HOPPY'S HOLIDAY		
FOIL	CALIFORNIA, HOPPY AND LUCKY IN	FALSE PARADISE		
FOIL	HOPALONG CASSIDY IN	UNEXPECTED GUEST		
FOIL	HOPALONG CASSIDY IN	DEVIL'S PLAYGROUND		
FOIL	CALIFORNIA AND HOPPY IN	FOOL'S GOLD		
FOIL	HOPALONG CASSIDY IN	THE DEAD DON'T DREAM		

### PRICING

1	TROUBLE AHEAD	10
186	TOGETHER AGAIN	8
187	TOO MUCH MONEY	15
230	HOPPY'S TRICK	12
	COMMON (1-186)	2
	COMMON (187-230)	5
	COMMON PANEL	15
	FOIL CARD	200
	FOIL PANEL	800
	SET, WITH FOILS (SINGLES)	2000
	SET (PANELS)	SPEC.
	ONE CENT WRAPPER	50
	FIVE CENT WRAPPER	250
	ONE CENT PACK	150
	FIVE CENT PACK	400
	ONE CENT BOX (EMPTY)	400
	FIVE CENT BOX (EMPTY)	400
	ONE CENT BOND BREAD WRAPPER	100
	ONE CENT BOND BREAD PACK	250



## IT HAPPENED TO A PRESIDENT (1948-49)

Issued As: Golden Coin, It Happened To A President

ACC #: R711-5

Issue Date: 1948-49

Size: 4 5/8" x 6 1/16", 117.5 x 154 mm

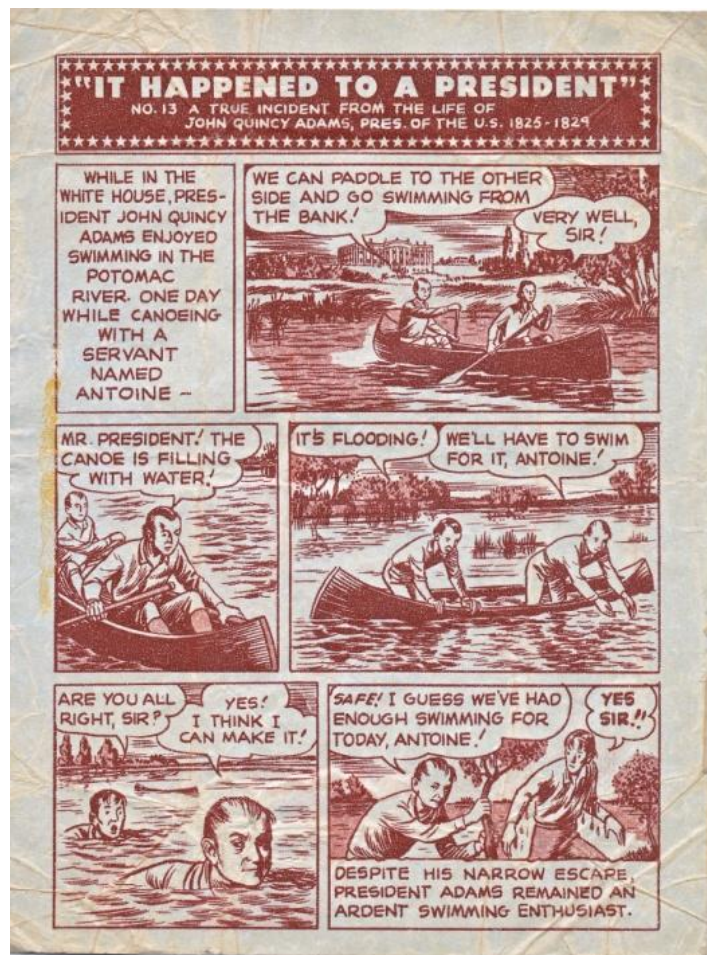
Packaging: 5 cent foil

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 20

Number of Series: 1

Sheet Size: Unknown



Printed on thin paper affixed to the back of a *Golden Coin* wrapper (that will indicate the years 1789-1949 and advertise a series of 33), *It Happened To A President* presents a “true incident” from a U.S. President’s life in the format of a comic strip. Printed in sepia tones, only 20 different strips of 18 Presidents (Washington and Lincoln have two entries) were produced at a time when there had been only 33 Presidents (and 32 men) to hold the office.

The comics can separate from the *Golden Coin* wrapper and are essentially ruined if they do so. High grade examples of this set are very difficult to find due to age, fragile materials and multiple folds. All wrappers are priced in Very Good condition, which is a high grade for this set; not all sighted though.

(Sources: *Non Sports Bible*, Jeff Shepherd, Author’s Research)

## IT HAPPENED TO A PRESIDENT (1948-49) CHECKLIST

NUMBER	NAME
1	ANDREW JACKSON
2	GEORGE WASHINGTON
3	ULYSSES S. GRANT
4	THEODORE ROOSEVELT
5	ABRAHAM LINCOLN
6	GEORGE WASHINGTON
7	ANDREW JOHNSON
8	GROVER CLEVELAND
9	ZACHARY TAYLOR
10	JAMES MONROE
11	JAMES A. GARFIELD
12	JOHN ADAMS
13	JOHN QUINCY ADAMS
14	ABRAHAM LINCOLN
15	JAMES MADISON
16	FRANKLIN ROOSEVELT
17	THOMAS JEFFERSON
18	CALVIN COOLIDGE
19	WOODROW WILSON
20	WILLIAM H. HARRISON

### PRICING (REFLECTS VERY GOOD CONDITION)

COMMON	35
SET	700
WRAPPER	50
PACK	75
BOX (EMPTY)	150
ALBUM	35



Exterior Wrapper Detail (Author's Collection)

## IT HAPPENED TO A PRESIDENT (1956)

Issued As: Golden Coin, It Happened To A President

ACC #: None

Issue Date: 1956

Size: 5 1/8" x 6 3/16", 130 x 157 mm

Packaging: 5 cent foil

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 20

Number of Series: 1

Sheet Size: Unknown



Printed on thin paper affixed to the back of a *Golden Coin* wrapper (that will have a 5 cent price in a green oval at the upper left and right corners of the main graphics), *It Happened To A President* presents a “true incident” from a U.S. President’s life in the format of a comic strip. Printed in rich red and black tones, only 20 different strips of 18 Presidents (Washington and Lincoln have two entries) were produced at a time when there had been 34 Presidents (and 33 men) to hold the office.

The 1956 reissue of *Golden Coin* was apparently sold in Canada. Clearly identified as an O-Pee-Chee issue licensed from Topps Chewing Gum Inc., Brooklyn and shown as printed in the U.S.A. on the wrapper, it’s a mystery why releasing a set of coins (and by association, the wrapper set within) featuring U.S. Presidents occurred in Canada. Topps sales materials also indicate a U.S. release occurred. Another oddity is the dating since Eisenhower was elected the 34<sup>th</sup> President in 1952 and it would seem an update for the 1952 election would have been warranted.



## THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

As noted above, the colors are redder, blacker and richer than in 1948-49 and the wrapper is a slightly larger size. No. 20 in the series features Dwight D. Eisenhower and it is presumed No. 20 in the earlier series, William Henry Harrison, was pulled to make room for Ike. The comics can separate from the *Golden Coin* wrapper and are essentially ruined if they do so. High grade examples of this set are very difficult to find due to age, fragile materials and multiple folds. All wrappers are priced in Very Good condition, which is a high grade for this set; not all sighted though.

(Sources: *Non Sports Bible*, Jeff Shepherd, Author's Research)

### IT HAPPENED TO A PRESIDENT (1956) CHECKLIST

NUMBER	NAME
1	ANDREW JACKSON
2	GEORGE WASHINGTON
3	ULYSSES S. GRANT
4	THEODORE ROOSEVELT
5	ABRAHAM LINCOLN
6	GEORGE WASHINGTON
7	ANDREW JOHNSON
8	GROVER CLEVELAND
9	ZACHARY TAYLOR
10	JAMES MONROE
11	JAMES A. GARFIELD
12	JOHN ADAMS
13	JOHN QUINCY ADAMS
14	ABRAHAM LINCOLN
15	JAMES MADISON
16	FRANKLIN ROOSEVELT
17	THOMAS JEFFERSON
18	CALVIN COOLIDGE
19	WOODROW WILSON
20	DWIGHT D. EISENHOWER

#### PRICING (REFLECTS VERY GOOD CONDITION)

COMMON	20
SET	400
WRAPPER	20
PACK	75
BOX (EMPTY)	150
ALBUM	35



Exterior Wrapper Detail (Author's Collection)

## JETS

Issued As: Fighting Planes, Photo Album Jets

ACC #: R707-1

Issue Date: 1956

Size: 2 1/16" x 2 15/16", 52 x 74.5 mm

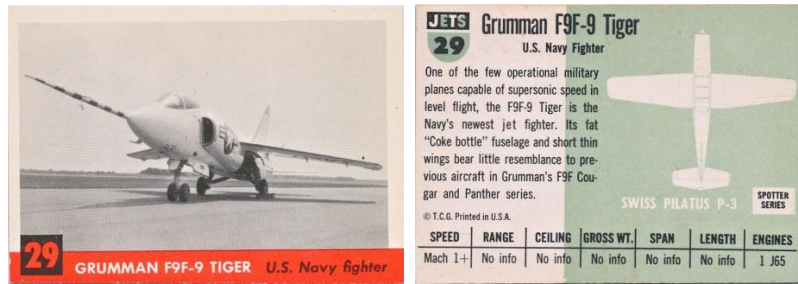
Packaging: 1 cent, 5 cent, 10 cent TCG cello

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 240

Number of Series: 2

Sheet Size: Unknown



*Jets* is a strange set. On one hand, it features the most modern of 1956's technical marvels, the jet plane, while on the other it was produced using old technology and with black and white photos. The set also has the smaller dimensions first introduced with *Ringside* and *Magic Football* in 1951, at a time when Topps was at the end of their Giant Size card run. Further it was designed to be displayed in a branded album sold with alongside the cards, harkening back to the early days of Topps.

The mostly horizontally aligned cards are made of a thin photographic stock and have the glossy fronts one would expect using such a medium. A red title bar at the bottom features the card number, aircraft name and its purpose. The reverses are divided into two types, thought to represent the separate series as issued. The first 120 cards are the "Spotter Series" while the last 120 feature "Plane Facts". The backs are divided vertically into a text block and a silhouette of the plane presented against a light blue/gray background on the cards numbered 1-210 or a technical diagram on the cards from 121-240. The card number is also repeated on the reverse and some vital statistics run across the bottom.

There is some repetition of subjects in the set, likely the result of carelessness on the part of Topps. Many of the fronts and backs, while being substantially similar textually, have differences in both the aircraft name and its purpose, with the back often offering more detail. For ease of reference the checklist uses the names and purposes from the fronts of the cards.

It is worth noting not all 240 cards feature actual jets, some propeller planes, helicopters and assorted airborne oddities also appear. The second series of *Jets* is harder to find than the first but the entire set is quite easy to complete; albums are also fairly painless to acquire. There have been finds of both cards and albums over the years and better conditioned cards are the norm.

Ten cent cello packs featured no markings but were sold in Trading Card Guild boxes and contained around fifteen cards, although the number could vary. The album was a branded Trading Card Guild product that retailed for fifteen cents and held 120 cards, six per page. This album measures approximately 10 3/4" by 5 7/8". These came in their own box, featuring the five cent wax pack's artwork, with 8 albums per box. The album, which had a predominantly black cover with a spot for the owner to

write his or her name, also had a short write up about the U.S. Air Force and the Ground Observer Corps on the inside front cover, together with a paragraph and graphic on mounting cards in the album (there were slits for each corner). The full set checklist appears on the back inside cover. The penny and nickel packs are quite clear in calling the set *Photo Album Jets*, so the albums were probably available as a point of sale accompaniment no matter which pack was being sold at retail.

An alternate one cent pack, called *Fighting Planes* was also released, in very limited quantity. This featured two cards, not one, along with a piece of gum and could represent overstock being sold off but that is unconfirmed and other purposes could also have been contemplated by Topps. A box for this alternate title is still proving elusive. It does seem likely that this type pack came after the initial release of *Jets*. Another pack called *Red Ball Jets*, offered by a sneaker company as a premium, is often described as being related to this set but instead held a single *Wings* card from the 1952-53 era.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, Author's Research)



*Jets Photo Album* (courtesy Legendary Auctions)

## JETS CHECKLIST

NUMBER	NAME	PURPOSE	SERIES
1	CESSNA CH-1	U.S. PERSONAL HELICOPTER	SPOTTER SERIES
2	SFECMAS ARS 1301	FRENCH GLIDER	SPOTTER SERIES
3	LANIER "PARAPLANE"	U.S. "SAFETY" PLANE	SPOTTER SERIES
4	SHORT S.A. 4	BRITISH LONG-RANGE BOMBER	SPOTTER SERIES
5	FIAT G. 82	ITALIAN JET TRAINER	SPOTTER SERIES
6	F7U-3 "CUTLASS"	NAVY JET FIGHTER	SPOTTER SERIES
7	GYRODYNE MODEL 33	U.S. HELICOPTER	SPOTTER SERIES
8	F-89D SCORPION	U.S. INTERCEPTOR	SPOTTER SERIES
9	FD 25B "DEFENDER"	GROUND SUPPORT FIGHTER	SPOTTER SERIES
10	BOEING 707	U.S. JET TANKER-TRANSPORT	SPOTTER SERIES
11	PILATUS P-3	SWISS ELEMENTARY TRAINER	SPOTTER SERIES
12	KAMAN HTK-1	UTILITY NAVY HELICOPTER	SPOTTER SERIES
13	H.P. 80 VICTOR	BRITISH MEDIUM BOMBER	SPOTTER SERIES
14	CUSTER CCW-5	U.S. CHANNEL-WING PLANE	SPOTTER SERIES
15	SAAB J-29C	SWEDISH PHOTO-RECON JET	SPOTTER SERIES
16	XA4D-1 SKYHAWK	U.S. NAVY LIGHT BOMBER	SPOTTER SERIES
17	SAAB A-32 "LANSEN"	SWEDISH FIGHTER	SPOTTER SERIES
18	CANADAIR SABRE MK. 5	RCAF JET FIGHTER	SPOTTER SERIES
19	AVRO-CANADA CF-100	RCAF FIGHTER	SPOTTER SERIES
20	FOKKER S. 13	NETHERLANDS CREW TRAINER	SPOTTER SERIES
21	GLOSTER JAVELIN	BRITISH INTERCEPTOR	SPOTTER SERIES
22	NORTHROP X-4	U.S. RESEARCH AIRCRAFT	SPOTTER SERIES
23	AVRO B-1 "VULCAN"	BRITISH BOMBER	SPOTTER SERIES
24	SHORT S.B. 5	BRITISH RESEARCH AIRCRAFT	SPOTTER SERIES

## JETS CHECKLIST

NUMBER	NAME	PURPOSE	SERIES
25	SAUNDERS-ROE PRINCESS	BRITISH PLANE	SPOTTER SERIES
26	P2V-32 "NEPTUNE"	NAVY PATROL BOMBER	SPOTTER SERIES
27	KAMAN HTK-1	U.S. TURBOROTOR HELICOPTER	SPOTTER SERIES
28	RH-1 PINWHEEL	U.S. ROCKET HELICOPTER	SPOTTER SERIES
29	GRUMMAN F9F-9 TIGER	U.S. NAVY FIGHTER	SPOTTER SERIES
30	SUPERMARINE SWIFT	BRITISH INTERCEPTOR	SPOTTER SERIES
31	MCDONNELL F3H-IN	U.S. NAVY FIGHTER	SPOTTER SERIES
32	COMET II	BRITISH JET AIRLINER	SPOTTER SERIES
33	CORVAIR B-36D "FICON"	BOMBER-FIGHTER	SPOTTER SERIES
34	YH-21 "WORKHORSE"	TRANSPORT HELICOPTER	SPOTTER SERIES
35	DOMAN YH-31	EVACUATION-RESCUE HELICOPTER	SPOTTER SERIES
36	NARDI FN 333	ITALIAN AMPHIBIAN	SPOTTER SERIES
37	SA-16-1 ALBATROSS	U.S. TRIPHIBIAN	SPOTTER SERIES
38	BELL X-1A	U.S. RESEARCH AIRCRAFT	SPOTTER SERIES
39	DE HAVILLAND 110	BRITISH INTERCEPTOR	SPOTTER SERIES
40	F-86D SABRE	U.S. JET FIGHTER	SPOTTER SERIES
41	SIKORSKY HR25-1	U.S. ASSAULT HELICOPTER	SPOTTER SERIES
42	C-123B "AVITRUC"	ASSAULT TRANSPORT	SPOTTER SERIES
43	A2D SKYSHARK	U.S. NAVY ATTACK PLANE	SPOTTER SERIES
44	COLONIAL C-1 SKIMMER	U.S. AMPHIBIAN	SPOTTER SERIES
45	LOCKHEED XPV-1	U.S. FIGHTER	SPOTTER SERIES
46	SUD-OUEST VAUTOUR	FRENCH FIGHTER-BOMBER	SPOTTER SERIES
47	DHC-3 OTTER	RCAF UTILITY TRANSPORT	SPOTTER SERIES
48	"CANNIBERRA"	BRITISH MEDIUM BOMBER	SPOTTER SERIES
49	SUPERMARINE 525	BRITISH NAVY FIGHTER	SPOTTER SERIES
50	F4D SKYRAY	U.S. NAVY INTERCEPTOR	SPOTTER SERIES
51	HILLER YH-32	U.S. RAMJET HELICOPTER	SPOTTER SERIES
52	AERO 45	CZECH LIGHT TRANSPORT	SPOTTER SERIES
53	GOODYEAR ZP2N-2	U.S. NAVY BLIMP	SPOTTER SERIES
54	M.K.E.K. MODEL 5A	TURKISH LIGHT TRANSPORT	SPOTTER SERIES
55	CONVAIR SAMARITAN	U.S. HOSPITAL PLANE	SPOTTER SERIES
56	PIASECKI H-25A	U.S. HELICOPTER	SPOTTER SERIES
57	VICKERS VISCOUNT	BRITISH TRANSPORT	SPOTTER SERIES
58	AIRSPED AMBASSADOR	BRITISH AIRLINER	SPOTTER SERIES
59	FAIREY FIREFLY	BRITISH ANTI-SUB PLANE	SPOTTER SERIES
60	HUREL-DUBOIS H.D. 32	FRENCH CARGO PLANE	SPOTTER SERIES
61	GYRODYNE 2C	U.S. UTILITY HELICOPTER	SPOTTER SERIES
62	AVRO TUDOR	BRITISH AIRLINER	SPOTTER SERIES
63	FOKKER S.11	NETHERLANDS TRAINER	SPOTTER SERIES
64	"SAFIR"	SWEDISH TRAINER	SPOTTER SERIES
65	LOCKHEED XPV-1	U.S. FIGHTER	SPOTTER SERIES
66	HUNTING PERCIVAL PROVOST	BRITISH TRAINER	SPOTTER SERIES
67	MIG-15	RUSSIAN JET FIGHTER	SPOTTER SERIES
68	FARNHAM FLY-CYCLE	U.S. LIGHTPLANE	SPOTTER SERIES
69	SHORT SEAMEW	BRITISH ANTI-SUBMARINE PLANE	SPOTTER SERIES
70	FAIREY VTO	BRITISH AIRCRAFT	SPOTTER SERIES
71	SAAB 210 DRAGEN	SWEDISH RESEARCH PLANE	SPOTTER SERIES
72	DE HAVILLAND HERON	BRITISH AIRLINER	SPOTTER SERIES
73	LOCKHEED PO-1W	U.S. NAVY RADAR PLANE	SPOTTER SERIES
74	BRISTOL BRITANNIA	BRITISH TRANSPORT	SPOTTER SERIES
75	BRISTOL 173	BRITISH TRANSPORT HELICOPTER	SPOTTER SERIES
76	"SWIFT"	BRITISH FIGHTER	SPOTTER SERIES
77	SUPER CONSTELLATION	U.S. TRANSPORT	SPOTTER SERIES
78	B&G BEVERLY	BRITISH CARGO TRANSPORT	SPOTTER SERIES
79	ARMED PROVOST	BRITISH GUNNERY TRAINER	SPOTTER SERIES
80	DOUGLAS DC-7	U.S. TRANSPORT	SPOTTER SERIES
81	BRANTLY B-2	U.S. UTILITY HELICOPTER	SPOTTER SERIES
82	REGULUS	U.S. GUIDED MISSILE	SPOTTER SERIES
83	HUGHES XH17	U.S. 'COPTER	SPOTTER SERIES
84	AUSTER AIGLET	PAKISTAN AIR FORCE TRAINER	SPOTTER SERIES
85	DOUGLAS X3	U.S. AIRCRAFT	SPOTTER SERIES
86	SUD-EST "MISTRAL"	FRENCH JET FIGHTER	SPOTTER SERIES
87	BRISTOL	BRITISH HELICOPTER	SPOTTER SERIES
88	GOODYEAR ZP3K	U.S. BLIMP	SPOTTER SERIES
89	FOUGA GEMEAUX	FRENCH TURBOJET TEST-BED	SPOTTER SERIES
90	"POGOSTICK"	U.S. FIGHTER	SPOTTER SERIES
91	"PACKET"	AIR FORCE TRANSPORT	SPOTTER SERIES
92	AMBROSINI GRIFO	ITALIAN LIGHTPLANE	SPOTTER SERIES
93	NELSON N-4	U.S. HOMEBUILT PLANE	SPOTTER SERIES
94	CONVAIR YC-131C	U.S. TURBOPROP TRANSPORT	SPOTTER SERIES
95	GRUMMAN F9F-5 PANTHER	U.S. NAVY FIGHTER	SPOTTER SERIES
96	BOEING B-47E	U.S. MEDIUM BOMBER	SPOTTER SERIES
97	KARHU 48B	FINNISH LIGHTPLANE	SPOTTER SERIES
98	AUSTER B-4	BRITISH AMBULANCE-FREIGHTER	SPOTTER SERIES
99	SUD-EST CARAVELLE	FRENCH JET AIRLINER	SPOTTER SERIES
100	FAIREY GANNET	BRITISH ANTI-SUBMARINE PLANE	SPOTTER SERIES



## JETS CHECKLIST

NUMBER	NAME	PURPOSE	SERIES
101	CONVAIR R3Y-2	U.S. NAVY TRANSPORT	SPOTTER SERIES
102	SHORT SEALAND	BRITISH AMPHIBIAN	SPOTTER SERIES
103	VICKERS VARSITY	BRITISH AIRCREW TRAINER	SPOTTER SERIES
104	SUD-EST ARMAGNAC	FRENCH TRANSPORT	SPOTTER SERIES
105	SUD-EST GROGNARD II	FRENCH ATTACK PLANE	SPOTTER SERIES
106	BEECRAFT HONEY BEE	U.S. LIGHTPLANE	SPOTTER SERIES
107	LOCKHEED QF-80A	U.S. TARGET DRONE	SPOTTER SERIES
108	CESSNA XL-19B	U.S. ARMY LIAISON PLANE	SPOTTER SERIES
109	ILYUSHIN IL-12A	RUSSIAN TRANSPORT	SPOTTER SERIES
110	DASSAULT MYSTERE IV	FRENCH INTERCEPTOR	SPOTTER SERIES
111	NORTH AMERICAN T-28A	U.S. BASIC TRAINER	SPOTTER SERIES
112	BREGUET 763	FRENCH AIRLINER	SPOTTER SERIES
113	SUD-EST 3120	FRENCH HELICOPTER	SPOTTER SERIES
114	SUD-EST BRETAGNE	FRENCH AIRLINER	SPOTTER SERIES
115	SIKORSKY XHSS-1	U.S. HELICOPTER	SPOTTER SERIES
116	CONVAIR YF-102	U.S. INTERCEPTOR	SPOTTER SERIES
117	DE HAVILLAND BEAVER	CANADIAN TRANSPORT	SPOTTER SERIES
118	PIAGGIO P 136	ITALIAN AMPHIBIAN	SPOTTER SERIES
119	LOCKHEED YC-130A	U.S. TURBOPROP TRANSPORT	SPOTTER SERIES
120	DHA.3 DROVER	AUSTRALIAN TRANSPORT	SPOTTER SERIES
121	HAMAN HOK-1	U.S. HELICOPTER	PLANE FACTS
122	"FARFADET"	FRENCH CONVERTIPLANE	PLANE FACTS
123	SHORT SUNDERLAND	BRITISH FLYING BOAT	PLANE FACTS
124	SIPA 200 MINIJET	FRENCH LIAISON PLANE	PLANE FACTS
125	SHORT SHETLAND	BRITISH FLYING BOAT	PLANE FACTS
126	POTTEZ 75	FRENCH ATTACK PLANE	PLANE FACTS
127	NORD 2501 NORATLAS	FRENCH TRANSPORT	PLANE FACTS
128	NORD 1402 NOROIT	FRENCH AMPHIBIAN	PLANE FACTS
129	MORANE SAULNIER FLEURET	FRENCH TRAINER	PLANE FACTS
130	MATRA-CATANIEAU 101	FRENCH 'COPTER	PLANE FACTS
131	BREGUET 960 VULTUR	FRENCH ATTACK PLANE	PLANE FACTS
132	BEARN SUPER MINICAB	FRENCH SPORTS PLANE	PLANE FACTS
133	BEARN MINICAB	FRENCH SPORTS PLANE	PLANE FACTS
134	COMMONWEALTH SABRE	AUSTRALIAN FIGHTER	PLANE FACTS
135	C.A. 22 WINJEEL	AUSTRALIAN FIGHTER	PLANE FACTS
136	SUPERMARINE 535	BRITISH FIGHTER	PLANE FACTS
137	GLOSTER METEOR	BRITISH FIGHTER	PLANE FACTS
138	FAIREY ROTODYNE	BRITISH CONVERTIPLANE	PLANE FACTS
139	BOULTON PAUL BALLIOL	BRITISH TRAINER	PLANE FACTS
140	AVRO SHACKLETON MK. 2	BRITISH BOMBER	PLANE FACTS
141	F100 SUPER SABRE	U.S. FIGHTER	PLANE FACTS
142	B-52 STRATOFORTRESS	U.S. JET BOMBER	PLANE FACTS
143	B-50D SUPERFORTRESS	U.S. MEDIUM BOMBER	PLANE FACTS
144	C-97A STRATOFREIGHTER	U.S. TRANSPORT	PLANE FACTS
145	LOCKHEED STARFIRE	U.S. INTERCEPTOR	PLANE FACTS
146	F-84F THUNDERSTREAK	U.S. FIGHTER	PLANE FACTS
147	FIAT G.46	ITALIAN TRAINER	PLANE FACTS
148	CESSNA 319	U.S. RESEARCH AIRPLANE	PLANE FACTS
149	NIKE	U.S. GUIDED MISSILE	PLANE FACTS
150	DOUGLAS A3D-1	U.S. NAVY ATTACK-BOMBER	PLANE FACTS
151	BEECHCRAFT MENTOR	U.S. TRAINER	PLANE FACTS
152	SIPA 300R	FRENCH TRAINER	PLANE FACTS
153	M.S. 760 FLEURET II	FRENCH TRAINER	PLANE FACTS
154	SUD-OUEST DJINN	FRENCH HELICOPTER	PLANE FACTS
155	SFECMAS GERFAUT	FRENCH RESEARCH PLANE	PLANE FACTS
156	FAIREY JET GYRODYNE	BRITISH 'COPTER	PLANE FACTS
157	FAIRCHILD PACKPLANE	U.S. TRANSPORT	PLANE FACTS
158	PIASECKI TRANSPORTER	U.S. HELICOPTER	PLANE FACTS
159	FULTON AIRPHIBIAN	US AIRPLANE-AUTO	PLANE FACTS
160	EMIGH TROJAN A-2	U.S. LIGHTPLANE	PLANE FACTS
161	SUD-EST BAROUEUR	FRENCH ATTACK PLANE	PLANE FACTS
162	THALMAN T-4	U.S. LIGHTPLANE	PLANE FACTS
163	FAIREY F.D. 1	BRITISH RESEARCH PLANE	PLANE FACTS
164	RILEY TWIN NAVION	U.S. LIGHTPLANE	PLANE FACTS
165	TEMCO T-35A BUCKEROO	U.S. TRAINER	PLANE FACTS
166	TEMCO PLEBE	U.S. TRAINER	PLANE FACTS
167	AERO COMMANDER	U.S. BUSINESS PLANE	PLANE FACTS
168	BALLOON	U.S. CRAFT	PLANE FACTS
169	GRUMMAN F9F-8 COUGAR	U.S. FIGHTER	PLANE FACTS
170	MARTIN PSM-2 MARLIN	U.S. PATROL PLANE	PLANE FACTS
171	RF-84F THUNDERFLASH	U.S. PHOTO RECON	PLANE FACTS
172	STITS SKY BABY	U.S. LIGHTPLANE	PLANE FACTS
173	CASMUNIZ 52	BRAZIL EXECUTIVE AIRCRAFT	PLANE FACTS
174	HELIO COURIER	U.S. LIGHTPLANE	PLANE FACTS
175	McKINNIE 165	U.S. LIGHTPLANE	PLANE FACTS
176	SUD-OUEST SO-30 ATAR	FRENCH AIRLINER	PLANE FACTS

## JETS CHECKLIST

NUMBER	NAME	PURPOSE	SERIES
177	SHORT SHERPA SB-4	BRITISH RESEARCH PLANE	PLANE FACTS
178	ROCKET	BR. GUIDED MISSILE	PLANE FACTS
179	SIKORSKY XH-39	U.S. HELICOPTER	PLANE FACTS
180	BELL X-5	U.S. RESEARCH AIRCRAFT	PLANE FACTS
181	FOUGA CM 170R	FRENCH MILITARY TRAINER	PLANE FACTS
182	DASSAULT OURAGAN	FRENCH FIGHTER	PLANE FACTS
183	BOEING BOMARC	U.S. GUIDED MISSILE	PLANE FACTS
184	GLENVIEW FLYRIDE	U.S. HELICOPTER	PLANE FACTS
185	ROCKET	BRITISH GUIDED MISSILE	PLANE FACTS
186	I. AE. 34 SUN RAY	ARGENTINE GLIDER	PLANE FACTS
187	HANDLEY PAGE C. MK. 3	BRITISH TRANSPORT	PLANE FACTS
188	LEAR LEARSTAR	U.S. EXECUTIVE PLANE	PLANE FACTS
189	WIDEROE POLAR	NORWEGIAN UTILITY PLANE	PLANE FACTS
190	AEROCAR MODEL 2	U.S. FLYING AUTO	PLANE FACTS
191	BEECHCRAFT SUPER 18	U.S. BUSINESS PLANE	PLANE FACTS
192	BELL 47G-1	U.S. HELICOPTER	PLANE FACTS
193	MARTIN XB-51	U.S. BOMBER	PLANE FACTS
194	BOEING STRATOCRUISER	U.S. TRANSPORT	PLANE FACTS
195	CESSNA 310	U.S. EXECUTIVE PLANE	PLANE FACTS
196	CESSNA 195	U.S. UTILITY PLANE	PLANE FACTS
197	F4U-SNL CORSAIR	U.S. FIGHTER	PLANE FACTS
198	SEA DART	U.S. FIGHTER	PLANE FACTS
199	DOUGLAS GLOBEMASTER	U.S. TRANSPORT	PLANE FACTS
200	DOUGLAS SKYKNIGHT	U.S. FIGHTER	PLANE FACTS
201	DOUGLAS A-26B	U.S. ATTACK PLANE	PLANE FACTS
202	DOUGLAS R4D-8	U.S. TRANSPORT	PLANE FACTS
203	GRUMMAN 52F-1	U.S. ANTI-SUBMARINE PLANE	PLANE FACTS
204	GRUMMAN MALLARD	U.S. AMPHIBIAN	PLANE FACTS
205	GRUMMAN AVANGER	U.S. TORPEDO BOMBER	PLANE FACTS
206	LOCKHEED T-33A	U.S. TRAINER	PLANE FACTS
207	MARTIN 4-0-4	U.S. TRANSPORT	PLANE FACTS
208	MARTIN MODEL 270	U.S. SEAPLANE	PLANE FACTS
209	McDONNELL XV-1	U.S. CONVERTIPLANE	PLANE FACTS
210	MOONEY "MITE"	U.S. LIGHTPLANE	PLANE FACTS
211	F-86H SABRE	U.S. FIGHTER	PLANE FACTS
212	NORTH AMERICAN F-51D	U.S. FIGHTER	PLANE FACTS
213	PIPER TRI-PACER	U.S. LIGHTPLANE	PLANE FACTS
214	PIPER APACHE	U.S. EXECUTIVE PLANE	PLANE FACTS
215	SIKORSKY HRS	U.S. HELICOPTER	PLANE FACTS
216	AVRO ASHTON	BRITISH RESEARCH PLANE	PLANE FACTS
217	AVRO 707B	CANADIAN PATROL PLANE	PLANE FACTS
218	BRISTOL 170	BRITISH TRANSPORT	PLANE FACTS
219	DE HAVILLAND DOVE	BRITISH EXECUTIVE	PLANE FACTS
220	DE HAVILLAND CHIPMUNK	CANADA TRAINER	PLANE FACTS
221	DE HAVILLAND SEA HORNET	BRITISH FIGHTER	PLANE FACTS
222	HANDLEY PAGE HERMES	BRITISH TRANSPORT	PLANE FACTS
223	HANDLEY PAGE T.MK.11	BRITISH TRAINER	PLANE FACTS
224	HAWKER SEA FURY	BRITISH FIGHTER	PLANE FACTS
225	PERCIVAL PRINCE	BRITISH TRANSPORT	PLANE FACTS
226	PRESTWICK PIONEER 11	SCOTTISH TRANSPORT	PLANE FACTS
227	SUPERMARINE SEAGULL	BRITISH SEAPLANE	PLANE FACTS
228	FOLLAND MIDGE	BRITISH FIGHTER	PLANE FACTS
229	CAN-CAR HARVARD 11B	CANADIAN TRAINER	PLANE FACTS
230	AVRO PR-10	CANADIAN PATROL PLANE	PLANE FACTS
231	ARSENAL VG-90	FRENCH FIGHTER	PLANE FACTS
232	BREGUET BR. 111E	FRENCH HELICOPTER	PLANE FACTS
233	FARMAN MONITOR	FRENCH TRAINER	PLANE FACTS
234	HUREL-DUBOIS H.D. 31	FRENCH TRANSPORT	PLANE FACTS
235	PAYEN P.A. 49	FRENCH FIGHTER	PLANE FACTS
236	SNCASE LANGUEDOC	FRENCH RESEARCH PLANE	PLANE FACTS
237	SUD-OUEST TRIDENT	FRENCH RESEARCH PLANE	PLANE FACTS
238	SUD-OUEST CORSE II	FRENCH LIGHT TRANSPORT	PLANE FACTS
239	TACHIKAWA RO 53	JAPANESE TRAINER	PLANE FACTS
240	NORD S.V. 4A	FRENCH TRAINER	PLANE FACTS

### PRICING

COMMON (1-120)	1
COMMON (121-240)	3
SET	425
ONE CENT WRAPPER	35
ONE CENT "FIGHTING PLANES" WRAPPER	60
FIVE CENT WRAPPER	50
ONE CENT PACK	35
ONE CENT "FIGHTING PLANES" PACK	100
FIVE CENT PACK	75
TEN CENT PACK	50
ONE CENT BOX (EMPTY)	175
FIVE CENT BOX (EMPTY)	200
ALBUM	20
ALBUM BOX (EMPTY)	50

## LICENSE PLATES (1949)

Issued As: Stop & Go, Cross Country

ACC #: R714-11

Issue Date: 1949

Size: 7/8" x 1 7/16", 22 x 36.5 mm

Packaging: 1 cent tab

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 100

Number of Series: 1

Sheet Size: Unknown



The last of the gum tab inserts, *License Plates* combined an old, popular trading card theme with a new feature Topps dubbed “Auto Magic Paint” but which was really the first scratch off card they ever offered. Issued in packs that said “Stop” on one side and “Go” on the other, there is also a “Cross Country” notation on the bright yellow wrapper, which features a stoplight. The gum itself is wrapped in silver foil.

There were 100 different cards issued but only fifty front subjects as each back came in two varieties, both of which were quizzes: one about a specific car and the other about a state landmark, activity or locale. Since there were only 48 states at the time, Washington DC and Quebec were added to round out the numbers. It appears California was incorrectly assigned a Cadillac instead of a Crosley Woody Wagon. With 25 automobiles in the set, two states each shared a car on their reverse otherwise.

The fronts replicate existing state license plates and are quite colorful. The year 1949 is clearly shown on all the plates. Underneath a gray scratch off material on the back lies an even more colorful scene or automobile, which takes up about two-thirds of the reverse, with the quiz (and the carmakers logo) taking up the other one-third. It looks like there were to have been 25 different autos featured but there are two types of Crosley's, each of which appears twice while farming is given as a duplicate quiz answer for Iowa and Delaware, although two different illustrations are used. The cards are unnumbered.

Like most Topps gum tab sets, *License Plates* can be quite difficult to find today, especially since they appear to have been quickly pulled from production to be reissued in a larger size in early 1950. Cards with the “Auto Magic” coating intact are original but are not more than curiosities to some. Carefully scratched cards that are otherwise in grade can be considered to be in Excellent condition. No attempt should be made by modern collectors to scratch off the coating as the passage of over sixty years has essentially melded it with the card stock.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, Dan Calandriello, John Moran, Jon Hardgrove, Author's Research)

## LICENSE PLATES (1949) CHECKLIST

NUMBER	NAME	REVERSE
NO #	ALABAMA	COTTON
NO #	ALABAMA	PLYMOUTH
NO #	ARIZONA	CACTUS
NO #	ARIZONA	HUDSON
NO #	ARKANSAS	HOT SPRINGS
NO #	ARKANSAS	STUDEBAKER
NO #	CALIFORNIA	HOLLYWOOD
NO #	CALIFORNIA	CADILLAC
NO #	COLORADO	HUNTING
NO #	COLORADO	HILLMAN-MINX
NO #	CONNECTICUT	HARTFORD
NO #	CONNECTICUT	OLDSMOBILE
NO #	DELAWARE	FARMING
NO #	DELAWARE	DE SOTO
NO #	DISTRICT OF COLUMBIA	555 FEET (WASHINGTON MONUMENT)
NO #	DISTRICT OF COLUMBIA	BUICK
NO #	FLORIDA	SWANEE RIVER
NO #	FLORIDA	CHEVROLET
NO #	GEORGIA	LITTLE WHITE HOUSE
NO #	GEORGIA	MORRIS
NO #	IDAHO	SHOSHONE FALLS
NO #	IDAHO	KAISER
NO #	ILLINOIS	SPRINGFIELD
NO #	ILLINOIS	CADILLAC
NO #	INDIANA	TURKEY RUN PARK
NO #	INDIANA	CHRYSLER
NO #	IOWA	FARMING
NO #	IOWA	PONTIAC
NO #	KANSAS	OIL
NO #	KANSAS	SIMCA
NO #	KENTUCKY	MAMMOTH CAVES
NO #	KENTUCKY	FORD
NO #	LOUISIANA	MARDI GRAS
NO #	LOUISIANA	PACKARD
NO #	MAINE	FISHING
NO #	MAINE	NASH
NO #	MARYLAND	CHESAPEAKE BAY
NO #	MARYLAND	AUSTIN
NO #	MASSACHUSETTS	OLD IRONSIDES
NO #	MASSACHUSETTS	CROSLEY (RED SEDAN)
NO #	MICHIGAN	DETROIT
NO #	MICHIGAN	FRAZER
NO #	MINNESOTA	IRON MINE AT HIBBING
NO #	MINNESOTA	LINCOLN
NO #	MISSISSIPPI	STEAMBOAT
NO #	MISSISSIPPI	DODGE
NO #	MISSOURI	MISSOURI-PACIFIC (RAILROAD)
NO #	MISSOURI	MERCURY
NO #	MONTANA	COAL
NO #	MONTANA	WILLYS JEEPSTER

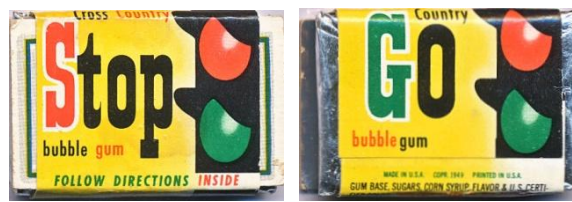
AUTOS BY STATE	
MARYLAND	AUSTIN
VERMONT	AUSTIN
DISTRICT OF COLUMBIA	BUICK
NORTH DAKOTA	BUICK
CALIFORNIA	CADILLAC
ILLINOIS	CADILLAC
PENNSYLVANIA	CADILLAC
FLORIDA	CHEVROLET
OHIO	CHEVROLET
INDIANA	CHRYSLER
RHODE ISLAND	CHRYSLER
NEW JERSEY	CROSLEY (BLUE WOODY WAGON)
MASSACHUSETTS	CROSLEY (RED SEDAN)
VIRGINIA	CROSLEY (RED SEDAN)
DELAWARE	DE SOTO
NORTH CAROLINA	DE SOTO
MISSISSIPPI	DODGE
WISCONSIN	DODGE
KENTUCKY	FORD
TENNESSEE	FORD
MICHIGAN	FRAZER
WASHINGTON	FRAZER
COLORADO	HILLMAN-MINX
NEW MEXICO	HILLMAN-MINX
ARIZONA	HUDSON
NEVADA	HUDSON
IDAHO	KAISER
OREGON	KAISER
MINNESOTA	LINCOLN
WEST VIRGINIA	LINCOLN
MISSOURI	MERCURY
WYOMING	MERCURY
GEORGIA	MORRIS
OKLAHOMA	MORRIS
MAINE	NASH
UTAH	NASH
CONNECTICUT	OLDSMOBILE
NEW YORK	OLDSMOBILE
LOUISIANA	PACKARD
TEXAS	PACKARD
ALABAMA	PLYMOUTH
NEBRASKA	PLYMOUTH
IOWA	PONTIAC
SOUTH CAROLINA	PONTIAC
KANSAS	SIMCA
SOUTH DAKOTA	SIMCA
ARKANSAS	STUDEBAKER
NEW HAMPSHIRE	STUDEBAKER
MONTANA	WILLYS JEEPSTER
QUEBEC	WILLYS JEEPSTER

## LICENSE PLATES (1949) CHECKLIST

NUMBER	NAME	REVERSE
NO #	NEBRASKA	CHIMNEY ROCK
NO #	NEBRASKA	PLYMOUTH
NO #	NEVADA	RENO
NO #	NEVADA	HUDSON
NO #	NEW HAMPSHIRE	PROFILE MOUNTAIN
NO #	NEW HAMPSHIRE	STUDEBAKER
NO #	NEW JERSEY	ATLANTIC CITY
NO #	NEW JERSEY	CROSLEY (BLUE WOODY WAGON)
NO #	NEW MEXICO	SHIPROCK
NO #	NEW MEXICO	HILLMAN-MINX
NO #	NEW YORK	NIAGARA FALLS
NO #	NEW YORK	OLDSMOBILE
NO #	NORTH CAROLINA	FERNEY RIDGE GREAT SMOKY MTS.
NO #	NORTH CAROLINA	DE SOTO
NO #	NORTH DAKOTA	THE SUN DANCE
NO #	NORTH DAKOTA	BUICK
NO #	OHIO	GALLIPOLIS, OHIO
NO #	OHIO	CHEVROLET
NO #	OKLAHOMA	INDIANS
NO #	OKLAHOMA	MORRIS
NO #	OREGON	CRATER LAKE
NO #	OREGON	KAISER
NO #	PENNSYLVANIA	PINE CREEK GORGE
NO #	PENNSYLVANIA	CADILLAC
NO #	QUEBEC	CHATEAU FRONTENAC
NO #	QUEBEC	WILLYS JEEPSTER
NO #	RHODE ISLAND	NEWPORT
NO #	RHODE ISLAND	CHRYSLER
NO #	SOUTH CAROLINA	THE PIRATE HOUSE
NO #	SOUTH CAROLINA	PONTIAC
NO #	SOUTH DAKOTA	MOUNT RUSHMORE
NO #	SOUTH DAKOTA	SIMCA
NO #	TENNESSEE	REELFOOT LAKE
NO #	TENNESSEE	FORD
NO #	TEXAS	FORT WORTH
NO #	TEXAS	PACKARD
NO #	UTAH	NATURAL SANDSTONE BRIDGE
NO #	UTAH	NASH
NO #	VERMONT	THE GREAT STONE FACE
NO #	VERMONT	AUSTIN
NO #	VIRGINIA	NATURAL BRIDGE
NO #	VIRGINIA	CROSLEY (RED SEDAN)
NO #	WASHINGTON	LUMBER INDUSTRY
NO #	WASHINGTON	FRAZER
NO #	WEST VIRGINIA	CHARLESTON
NO #	WEST VIRGINIA	LINCOLN
NO #	WISCONSIN	DEVILS ISLAND
NO #	WISCONSIN	DODGE
NO #	WYOMING	OLD FAITHFUL
NO #	WYOMING	MERCURY

### PRICING

COMMON	2
SET	200
ONE CENT WRAPPER	60
ONE CENT PACK	75
ONE CENT BOX (EMPTY)	125



Unopened pack with card (Author's Collection)

## LICENSE PLATES (1950)

Issued As: Stop & Go, 1950 License Plates

ACC #: R714-12

Issue Date: 1950

Size: 1 3/4" x 2 7/8", 44.5 x 73 mm

Packaging: 1 cent, 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 100

Number of Series: 1

Sheet Size: Unknown



Topps increased the size of the card for their lightning fast reissue of the *License Plates* set in 1950. Utilizing the same license plates as in the smaller sized set of a year earlier set, Topps this time set them against a black background and changed the year on most to reflect the mid-century mark. The reverse of the card still contained the scratch off feature dubbed “Auto Magic” using the same drawings and indicia from 1949 but with tiny numbers added in over the illustration, unseen until the coating was removed. The numbering scheme was flawed as there are only 75 different numbers but 100 different fronts.

The first 25 cards, numbered 1-25, were issued in roughly reverse alphabetical order and the backs of these feature landmarks, activities or locales from the state in question, exactly as they appeared a year earlier. Then comes a run from 26-50 showing the remainder of the states in one instance and then, using the same numbering, repeating the first run of 25 again in the other. Each run of 25 from #26-50 features different plates than the other but only 25 automobiles; in other words each auto back can have one of two different fronts. Topps therefore used the same trick they had in 1949 by doubling up the auto reverses but it appears the numbering in 1950 confused the layout men. The automobiles are the same ones from 1949 as well, although Topps corrected an error that gave California a Cadillac in '49; in 1950 it is properly a Crosley Woody Wagon. The rest of the set, stretching from #51-75, features “landmarks”, completing the run of fifty states with these backs that started out with nos. 1-25.

With one exception (Quebec), the cards are ordered in descending alphabetical order within groups of five. In addition, excepting one group of five, the “landmark” and auto card assigned to each state are 25 numbers apart. The final grouping has a mostly different spread: Alabama 46-75, Arizona 47-74, Arkansas 48-73, California 49-72 and Colorado 50-71, with Arkansas also having the “plus 25” pattern” but by different design than in the other groupings. The lack of improvements and numbering issues speaks to the rushed atmosphere surrounding this set and the only other release issued in this size, the 1950 *Flags of the World-Parade* set, was also a set with cards that increased in size from the previous year as Topps worked to keep pace with Bowman after the initial success of their gum tab sets.

*License Plates* came in both penny and unpriced nickel varieties and can be found with white backs only, indicating but a single print run. The former housed a card and hunk of gum in a fully sealed pack. The



wrapper for the penny packs is undated but the nickel pack clearly advertises the plates are from 1950 and indeed the little *faux* year sticker on the front changed to 1950. The cards were issued in panels of two for this configuration, three to a pack. As with other Topps sets sold in panels, the nickel packs and wrappers are quite scarce. This was the second issue in a two year run for panelized sets from Topps and surviving examples will have nubs on at least one vertical edge. It is not clear but highly probable that all cards were issued in all configurations.

Cards with the “Auto Magic” coating intact are original but are not more than curiosities to some. Carefully scratched cards that are otherwise in grade can be considered to be in Excellent condition. No attempt should be made by modern collectors to scratch these off as the passage of over sixty years has essentially melded it with the card stock. The black borders on *License Plates* make it very difficult to find cards above Excellent and a premium above and beyond those normally associated with Near Mint cards applies. There also may be short prints in the set but given the double numbering of the cards these may be impossible to determine.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, Dan Calandriello, John Moran, Jon Hardgrove, Author’s Research)

## LICENSE PLATES (1950) CHECKLIST

NUMBER	NAME	REVERSE
1	WASHINGTON	LUMBER INDUSTRY
2	WEST VIRGINIA	CHARLESTON
3	WISCONSIN	DEVILS ISLAND
4	WYOMING	OLD FAITHFUL
5	QUEBEC	CHATEAU FRONTENAC
6	TENNESSEE	REELFOOT LAKE
7	TEXAS	FORT WORTH
8	UTAH	NATURAL SANDSTONE BRIDGE
9	VERMONT	THE GREAT STONE FACE
10	VIRGINIA	NATURAL BRIDGE
11	OREGON	CRATER LAKE
12	PENNSYLVANIA	PINE CREEK GORGE
13	RHODE ISLAND	NEWPORT
14	SOUTH CAROLINA	THE PIRATE HOUSE
15	SOUTH DAKOTA	MOUNT RUSHMORE
16	NEW YORK	NIAGARA FALLS
17	NORTH CAROLINA	FERNEY RIDGE GREAT SMOKY MTS.
18	NORTH DAKOTA	THE SUN DANCE
19	OHIO	GALLIPOLIS, OHIO
20	OKLAHOMA	INDIANS
21	NEBRASKA	CHIMNEY ROCK
22	NEVADA	RENO
23	NEW HAMPSHIRE	PROFILE MOUNTAIN
24	NEW JERSEY	ATLANTIC CITY
25	NEW MEXICO	SHIPROCK
26	MICHIGAN	FRAZER
26	WASHINGTON	FRAZER
27	MINNESOTA	LINCOLN
27	WEST VIRGINIA	LINCOLN
28	MISSISSIPPI	DODGE
28	WISCONSIN	DODGE
29	MISSOURI	MERCURY
29	WYOMING	MERCURY
30	MONTANA	WILLYS JEEPSTER
30	QUEBEC	WILLYS JEEPSTER

## LICENSE PLATES (1950) CHECKLIST

NUMBER	NAME	REVERSE
31	KENTUCKY	FORD
31	TENNESSEE	FORD
32	LOUISIANA	PACKARD
32	TEXAS	PACKARD
33	MAINE	NASH
33	UTAH	NASH
34	MARYLAND	AUSTIN
34	VERMONT	AUSTIN
35	MASSACHUSETTS	CROSLEY (RED SEDAN)
35	VIRGINIA	CROSLEY (RED SEDAN)
36	IDAHO	KAISER
36	OREGON	KAISER
37	ILLINOIS	CADILLAC
37	PENNSYLVANIA	CADILLAC
38	INDIANA	CHRYSLER
38	RHODE ISLAND	CHRYSLER
39	IOWA	PONTIAC
39	SOUTH CAROLINA	PONTIAC
40	KANSAS	SIMCA
40	SOUTH DAKOTA	SIMCA
41	CONNECTICUT	OLDSMOBILE
41	NEW YORK	OLDSMOBILE
42	DELAWARE	DE SOTO
42	NORTH CAROLINA	DE SOTO
43	DISTRICT OF COLUMBIA	BUICK
43	NORTH DAKOTA	BUICK
44	FLORIDA	CHEVROLET
44	OHIO	CHEVROLET
45	GEORGIA	MORRIS
45	OKLAHOMA	MORRIS
46	ALABAMA	PLYMOUTH
46	NEBRASKA	PLYMOUTH
47	ARIZONA	HUDSON
47	NEVADA	HUDSON
48	ARKANSAS	STUDEBAKER
48	NEW HAMPSHIRE	STUDEBAKER
49	CALIFORNIA	CROSLEY (BLUE WOODY WAGON)
49	NEW JERSEY	CROSLEY (BLUE WOODY WAGON)
50	COLORADO	HILLMAN-MINX
50	NEW MEXICO	HILLMAN-MINX
51	MICHIGAN	DETROIT
52	MINNESOTA	IRON MINE AT HIBBING
53	MISSISSIPPI	STEAMBOAT
54	MISSOURI	MISSOURI-PACIFIC (RAILROAD)
55	MONTANA	COAL
56	KENTUCKY	MAMMOTH CAVES
57	LOUISIANA	MARDI GRAS
58	MAINE	FISHING
59	MARYLAND	CHESAPEAKE BAY
60	MASSACHUSETTS	OLD IRONSIDES
61	IDAHO	SHOSHONE FALLS
62	ILLINOIS	SPRINGFIELD
63	INDIANA	TURKEY RUN PARK
64	IOWA	FARMING
65	KANSAS	OIL
66	CONNECTICUT	HARTFORD
67	DELAWARE	FARMING
68	DISTRICT OF COLUMBIA	555 FEET (WASHINGTON MONUMENT)
69	FLORIDA	SWANEE RIVER
70	GEORGIA	LITTLE WHITE HOUSE
71	COLORADO	HUNTING
72	CALIFORNIA	HOLLYWOOD
73	ARKANSAS	HOT SPRINGS
74	ARIZONA	CACTUS
75	ALABAMA	COTTON

### PRICING

COMMON	4
SET	400
ONE CENT WRAPPER	75
ONE CENT PACK	100
ONE CENT BOX (EMPTY)	150

## LICENSE PLATES (1950) CHECKLIST

### AUTOS BY STATE

MARYLAND	AUSTIN
VERMONT	AUSTIN
DISTRICT OF COLUMBIA	BUICK
NORTH DAKOTA	BUICK
ILLINOIS	CADILLAC
PENNSYLVANIA	CADILLAC
FLORIDA	CHEVROLET
OHIO	CHEVROLET
INDIANA	CHRYSLER
RHODE ISLAND	CHRYSLER
CALIFORNIA	CROSLEY (BLUE WOODY WAGON)
NEW JERSEY	CROSLEY (BLUE WOODY WAGON)
MASSACHUSETTS	CROSLEY (RED SEDAN)
VIRGINIA	CROSLEY (RED SEDAN)
DELAWARE	DE SOTO
NORTH CAROLINA	DE SOTO
MISSISSIPPI	DODGE
WISCONSIN	DODGE
KENTUCKY	FORD
TENNESSEE	FORD
MICHIGAN	FRAZER
WASHINGTON	FRAZER
COLORADO	HILLMAN-MINX
NEW MEXICO	HILLMAN-MINX
ARIZONA	HUDSON
NEVADA	HUDSON
IDAHO	KAISER
OREGON	KAISER
MINNESOTA	LINCOLN
WEST VIRGINIA	LINCOLN
MISSOURI	MERCURY
WYOMING	MERCURY
GEORGIA	MORRIS
OKLAHOMA	MORRIS
MAINE	NASH
UTAH	NASH
CONNECTICUT	OLDSMOBILE
NEW YORK	OLDSMOBILE
LOUISIANA	PACKARD
TEXAS	PACKARD
ALABAMA	PLYMOUTH
NEBRASKA	PLYMOUTH
IOWA	PONTIAC
SOUTH CAROLINA	PONTIAC
KANSAS	SIMCA
SOUTH DAKOTA	SIMCA
ARKANSAS	STUDEBAKER
NEW HAMPSHIRE	STUDEBAKER
MONTANA	WILLYS JEEPSTER
QUEBEC	WILLYS JEEPSTER

## LICENSE PLATES (1953)

Issued As: New License Puzzle Plates

ACC #: R714-13

Issue Date: 1953

Size: 1 7/8" x 3 3/4", 48 x 95.5 mm

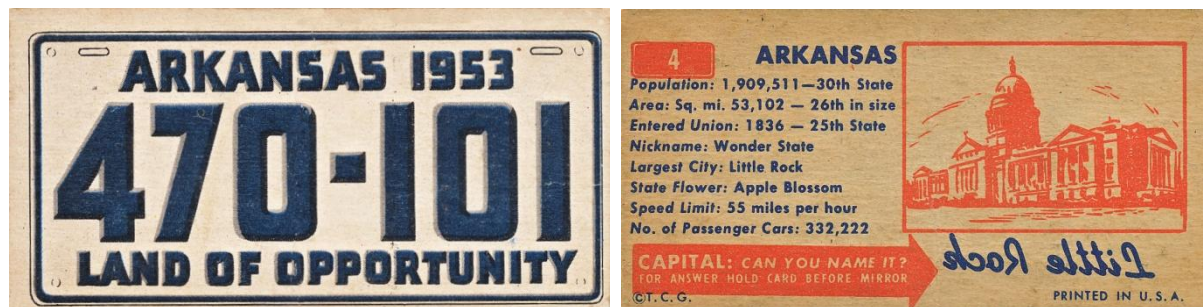
Packaging: 1 cent, 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 75

Number of Series: 1

Sheet Size: Unknown



After two consecutive years of issuing a License Plates set, Topps took two years off before putting out another in 1953. The dimensions were bulked up as one axis matched that of the Giant Size cards and the dimensions as a whole made the cards look more like an actual plate. The set also had a much more international flavor than in years past as this table shows:

48	U.S. States
1	District of Columbia
1	Alaska
9	Canadian Provinces
4	Australia States
3	Swiss Cantons
9	Foreign Countries
75	

The U.S. shakes out quite well at 50 plates if you include Alaska but Canada is short a province as Newfoundland & Labrador was not included, perhaps as that province had only entered the confederation in 1949. The inclusion of four Australian states is also odd as Topps was more than decade away from licensing agreements down under and in addition left out two of the six states there at the time. Switzerland was also under-represented with only three of twenty five Cantons included. The ordering of the first two plates in the set appear to pay homage to Topps' two plants, in Brooklyn and Chattanooga respectively, although the latter had been closed about a year prior to the set being issued.

The card backs are very basic with most text in blue and a quiz and "mirror image" answer in red along with the card number on off white stock. While much more widely available than the smaller *License Plate* cards of 1949-50, the 1953 set has some short printed cards. Using the standard 10 x 10, 100 card half sheet array used by Topps at the time, the odd size of these card suggest a 14 x 10 arrangement. If the same sheet was repeated, then there could be ten short prints; if the two half sheets were different, then there could be 20 short prints. While there is no consensus in the hobby as to the total number of short prints, seven numbers appear to be on more wantlists than any others: 12, 13, 40, 49, 55, 70 and 74. PSA population reports seem to back this up. That number being half of fourteen may not be a coincidence.

## THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

Topps' fascination with license plates would wane for a bit following the release of this set. It's a shame since they finally came up with a proper card size to display the plates but three sets in five years would seem to have exhausted the patience of even the most die-hard collector.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, Author's Research, <http://www.psacard.com/pop/Detail.aspx?c=41299> , <http://www.network54.com/Forum/526604/>)

### LICENSE PLATES (1953) CHECKLIST

NUMBER	NAME
1	NEW YORK
2	TENNESSEE
3	ARIZONA
4	ARKANSAS
5	CALIFORNIA
6	COLORADO
7	PENNSYLVANIA
8	DELAWARE
9	FLORIDA
10	GEORGIA
11	IDAHO
12	ILLINOIS
13	MISSISSIPPI
14	MISSOURI
15	NEVADA
16	NEBRASKA
17	MONTANA
18	NEW MEXICO
19	NEW HAMPSHIRE
20	INDIANA
21	CANADA-PROVINCE OF ALBERTA
22	KANSAS
23	IOWA
24	CANADA-PROV. OF PRINCE EDWARD ISLE
25	KENTUCKY
26	LOUISIANA
27	NORTH CAROLINA
28	MAINE
29	TEXAS
30	MARYLAND
31	CANADA-PROVINCE OF SASKATCHEWAN
32	VIRGINIA
33	MICHIGAN
34	DIST. OF COLUMBIA
35	WISCONSIN
36	MINNESOTA
37	MASSACHUSETTS
38	ALABAMA
39	UTAH
40	CANADA-PROVINCE OF NEW BRUNSWICK
41	CANADA-PROVINCE OF ONTARIO
42	VERMONT
43	RHODE ISLAND
44	ALASKA
45	WYOMING
46	SOUTH CAROLINA

NUMBER	NAME
47	NEW SOUTH WALES, AUSTRALIA
48	OHIO
49	SOUTH DAKOTA
50	SOUTH AUSTRALIA, AUSTRALIA
51	OKLAHOMA
52	CANADA-PROVINCE OF NOVA SCOTIA
53	CANTON OF BERNE, SWITZERLAND
54	OREGON
55	CANADA-PROVINCE OF BRITISH COLUMBIA
56	CANTON OF BASEL-LAND, SWITZERLAND
57	NORWAY
58	CANTON OF GENEVA, SWITZERLAND
59	QUEENSLAND AUSTRALIA
60	CANADA-PROVINCE OF MANITOBA
61	TASMANIA, AUSTRALIA
62	NORTH DAKOTA
63	CONNECTICUT
64	ARGENTINA
65	NEW JERSEY
66	BELGIUM
67	FRANCE
68	WEST VIRGINIA
69	ISRAEL
70	ITALY
71	WASHINGTON
72	NETHERLANDS
73	UNITED KINGDOM
74	MEXICO
75	CANADA-PROVINCE OF QUEBEC

PRICING		
12	ILLINOIS	10
13	MISSISSIPPI	15
40	CANADA-PROVINCE OF NEW BRUNSWICK	10
49	SOUTH DAKOTA	10
66	BELGIUM	10
70	ITALY	10
74	MEXICO	10
	COMMON	4
	SET	325
	ONE CENT WRAPPER	40
	FIVE CENT WRAPPER	75
	ONE CENT PACK	75
	FIVE CENT PACK	125
	ONE CENT BOX (EMPTY)	125
	ONE CENT BOX (EMPTY)	125

## LOOK 'N SEE

Issued As: Look 'N See

ACC #: R714-16

Issue Date: 1952

Size: 2 1/16" x 2 15/16", 52 x 74.5 mm

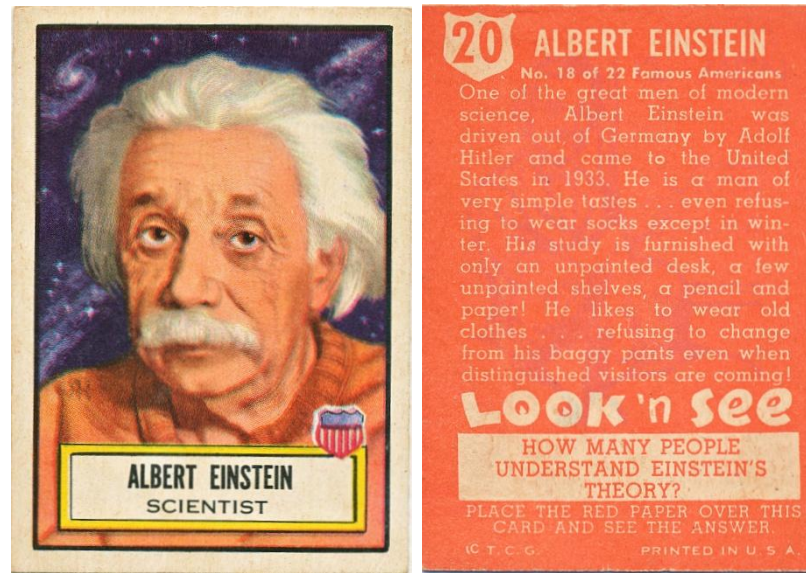
Packaging: 1 cent, 5 cent, 10 cent cello (unconfirmed)

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 135

Number of Series: 2

Sheet Size: 121



While printed in a size smaller than the 1952 baseball cards, *Look 'N See* clearly borrows front design elements from that set and is a classic in its own right. Using a technique first seen in 1949's *X-Ray Roundup*, a piece of red cellophane that came in packs which proclaimed the purchaser could “Spy Hidden Pictures”, which were superimposed in a bluish ink on the reverse. When displayed these pictures answered the quiz on the back of each card once the red cello “blocked” the orangish-red elements from view. Topps would use this device on other issues in the 1950's and 1960's, which fell in line with their philosophy of offering extra play value wherever possible. Some descriptive, although usually banal text takes up most of the back otherwise.

The fronts are well rendered portraits of 135 famous people throughout history, with a descriptive nameplate that also displays the subject's “occupation” and a small logo designating which subseries the subject belonged to. Unlike some other similar sized sets of the era, *Look 'N See* was not produced in two card panel form.

The set was printed in massive quantities and thanks to a surviving uncut sheet from the second series it is possible to identify nine short prints in the high numbers, including the infamous #82 card of Rembrandt, which is one of the legendary hobby condition rarities. There are also ten triple prints in the second series. The probable triple prints in the first series are harder to determine.



# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

The first series can be extrapolated for the most part from the way the high numbers were arrayed, although there is disagreement in the hobby as to what the short prints are. Based upon pricing and population reports of graded cards, there are nine cards from the first series that likely were short printed: 4, 6, 22, 25, 26, 42, 47, 57 and 75. Pricing is not always reflective of scarcity in this set as some of the known high number single prints do not sell for a premium, nor do #25 (Eastman) and #26 (Carver).

Series one was released around the middle of 1952, probably after *Wings* came out and contains 75 cards, printed in an 11 x 11 half sheet array. *Magic Football*, issued a year earlier but in the same size, clocks in at 75 subjects as well. Two possibilities exist as the most likely print sequence. The easiest one is six rows of 11 (or a setup that mimics such rows) , which are followed by four double print rows, then a final row that has 9 more cards and yields two additional double prints (or triple prints). Those nine single prints in the bottom row would correlate to the nine toughest first series cards described above.

The second possible print array is four rows (or mimics) of 11, which then repeat, two rows repeating yet again and taken from the preceding rows, leaving the last row with 9 short prints and two cards that would be triple prints. Either scenario of the print array yields nine shortprints. There does not appear to be an alternate half sheet; that practice appears to have been adopted by Topps the following year.

Why Topps went with such a strange arrangement for the second series bottom row is unknown, perhaps two subjects had been planned but had to be pulled for contractual reasons, mirroring problems with the baseball sets of this era; indeed Babe Ruth is the only athlete represented.

Some sources list *Look 'N See* as a 1953 or even 1953-54 issue but series two also came out in 1952 as it is listed as a 135 card set in the 3<sup>rd</sup> edition of the *American Card Catalog* released in February 1953.

Series two was reduced to sixty cards and the full array is known:

1952 TOPPS LOOK 'N SEE HIGH NUMBERS UNCUT SHEET

	1	2	3	4	5	6	7	8	9	10	11
A	129 GUTENBERG	117 TOSCANINI	119 WELLS	87 CURIE	128 KHAN	102 ANNE OF CLEVES	76 PASTEUR	96 TECUMSEH	97 VERNE	79 POE	129 GUTENBERG
B	86 CELLINI	134 LAFAYETTE	125 DICKENS	123 MORGAN	111 NIGHTINGALE	91 CARUSO	104 QE2ND	120 WILKIE	116 R. STEVENSON	93 DEWEY	86 CELLINI
C	121 ZOLA	132 HENRY VIII	114 SHELLEY	81 RALEIGH	94 DRAKE	109 NELSON	83 BARTON	78 PAINE	77 PENN	106 MACHIARELLI	121 ZOLA
D	131 HUDSON	135 MADISON	95 SMITH	122 KIDD	103 WINDSOR	104 DA VINCI	115 SOUSA	107 MARSHALL	126 ERICSON	108 MICHELANGELO	131 HUDSON
E	100 BEAVERBROOK	92 DAGUERRE	110 NERO	90 ARNOLD	127 GALILEO	124 DARWIN	85 KAI-SHEK	89 ANDERSEN	80 ROGERS	99 PEARSON	100 BEAVERBROOK
F	79 POE	117 TOSCANINI	119 WELLS	87 CURIE	128 KHAN	102 ANNE OF CLEVES	76 PASTEUR	96 TECUMSEH	97 VERNE	79 POE	129 GUTENBERG
G	93 DEWEY	134 LAFAYETTE	125 DICKENS	123 MORGAN	111 NIGHTINGALE	91 CARUSO	104 QE2ND	120 WILKIE	116 R. STEVENSON	93 DEWEY	86 CELLINI
H	106 MACHIARELLI	132 HENRY VIII	114 SHELLEY	81 RALEIGH	94 DRAKE	109 NELSON	83 BARTON	78 PAINE	77 PENN	106 MACHIARELLI	121 ZOLA
I	108 MICHELANGELO	135 MADISON	95 SMITH	122 KIDD	103 WINDSOR	104 DA VINCI	115 SOUSA	107 MARSHALL	126 ERICSON	108 MICHELANGELO	131 HUDSON
J	99 PEARSON	92 DAGUERRE	110 NERO	90 ARNOLD	127 GALILEO	124 DARWIN	85 KAI-SHEK	89 ANDERSEN	80 ROGERS	99 PEARSON	100 BEAVERBROOK
K	113 SCOTT	98 A. STEVENSON	118 VESPUCCI	101 DE FOE	112 ROCKEFELLER	130 HERBERT	133 JOAN OF ARC	84 CAESAR	88 AMUNDSEN	113 SCOTT	82 REMBRANDT

The above is a front view and the Rembrandt card, #82, is located in the bottom right corner, a problem area for Topps for decades in terms of centering and even cutting, to the point some cards in that position would not make it into packs. Bottom rows in general would vex Topps for decades and corner cards were the source of many condition rarities in the hobby today.

The Second series shows signs of being rushed. Whereas the first series presents the subsets as consecutive groups -- although the number of the card in the subset jumps around -- the second series subsets are scattered. In addition there are a number of inconsistencies and errors in the high numbers, such as Charles Darwin being grouped within the Famous Americans subset. Also, second series cards are not found in the same quantities as those from the first, although they are still fairly easy to find. This suggests that sales tapered off pretty quickly but could also be indicative of Topps printing another run of first series cards and selling them along with the high numbers.

Some artwork used in the set was repurposed for other sets, some of which were issued as much as fifteen years later, albeit with slight modifications. Babe Ruth (the only athlete in *Look 'N See*) being the most well known of these, appearing in the 1967 *Who Am I?* set along with several other *Look 'N See* subjects.

Much like the 1952 baseball cards, numerous returns at the end of the original sales cycle forced Topps to sell "bricks" of overstock and singles can be found readily today, including the short prints, although condition on these can be an issue. It is also thought vending boxes and ten cent cello packs were utilized extensively by Topps as the one and five cent wrappers are hard to find. The inclusion of two Famous Canadians, in what is the shortest subset of all, may reflect the view of some in the hobby that the second series only was also sold in Canada.

The subsets break down as follows:

<u>Series 1</u>		<u>Series 2</u>	
Presidents	9	World Figures 2 <sup>nd</sup> Series	19
Famous Americans	22	Famous Americans 2 <sup>nd</sup> Series	16
Military Leaders	11	Famous Writers	10
Famous Women	4	Famous Women 2 <sup>nd</sup> Series	7
Explorers	6	Explorers 2 <sup>nd</sup> Series	6
Men Of The West	11	Famous Canadians	<u>2</u>
World Figures	5		60
Inventors	<u>7</u>		
	75		

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, Bill Christensen, Author's Research)

# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 to 1956

## LOOK 'N SEE CHECKLIST

NUMBER	NAME	OCCUPATION	SUBSET	NO	OF
1	FRANKLIN D. ROOSEVELT	PRES. U.S. 1933-1945	PRESIDENTS	2	9
2	WOODROW WILSON	PRES. U.S. 1913-1921	PRESIDENTS	3	9
3	THOMAS JEFFERSON	PRES. U.S. 1801-1809	PRESIDENTS	8	9
4	ABRAHAM LINCOLN	PRES. U.S. 1861-1865	PRESIDENTS	1	9
5	HARRY TRUMAN	PRES. U.S. 1945-1953	PRESIDENTS	9	9
6	THEODORE ROOSEVELT	PRES. U.S. 1901-1909	PRESIDENTS	6	9
7	ULYSSES S. GRANT	PRES. U.S. 1869-1877	PRESIDENTS	4	9
8	ANDREW JACKSON	PRES. U.S. 1829-1837	PRESIDENTS	5	9
9	GEORGE WASHINGTON	PRES. U.S. 1789-1797	PRESIDENTS	7	9
10	GEN. G.W. GOETHALS	ENGINEER	FAMOUS AMERICANS	2	22
11	NATHAN HALE	PATRIOT	FAMOUS AMERICANS	13	22
12	FRANCIS SCOTT KEY	COMPOSER	FAMOUS AMERICANS	14	22
13	WILBUR WRIGHT	INVENTOR	FAMOUS AMERICANS	22	22
14	JEFFERSON DAVIS	CONFEDERATE PRES.	FAMOUS AMERICANS	9	22
15	BABE RUTH	BASEBALL PLAYER	FAMOUS AMERICANS	8	22
16	PAUL REVERE	PATRIOT	FAMOUS AMERICANS	12	22
17	PATRICK HENRY	PATRIOT	FAMOUS AMERICANS	11	22
18	WASHINGTON IRVING	AUTHOR	FAMOUS AMERICANS	10	22
19	ALEXANDER HAMILTON	PATRIOT	FAMOUS AMERICANS	1	22
20	ALBERT EINSTEIN	SCIENTIST	FAMOUS AMERICANS	18	22
21	BENJAMIN FRANKLIN	PATRIOT	FAMOUS AMERICANS	17	22
22	DANIEL WEBSTER	ORATOR	FAMOUS AMERICANS	6	22
23	JAMES A. McNEILL WHISTLER	ARTIST	FAMOUS AMERICANS	4	22
24	PHINEAS T. BARNUM	SHOWMAN	FAMOUS AMERICANS	5	22
25	GEORGE EASTMAN	MANUFACTURER	FAMOUS AMERICANS	21	22
26	GEO. WASHINGTON CARVER	SCIENTIST	FAMOUS AMERICANS	20	22
27	LUTHER BURBANK	BOTANIST	FAMOUS AMERICANS	7	22
28	STEPHEN FOSTER	COMPOSER	FAMOUS AMERICANS	16	22
29	MARK TWAIN	AUTHOR	FAMOUS AMERICANS	15	22
30	COL. CHARLES A. LINDBERGH	AVIATOR	FAMOUS AMERICANS	3	22
31	HENRY FORD	AUTOMOBILE PRODUCER	FAMOUS AMERICANS	19	22
32	GEN. DOUGLAS MacARTHUR	SOLDIER	MILITARY LEADERS	1	11
33	COMM. OLIVER H. PERRY	NAVAL HERO	MILITARY LEADERS	8	11
34	GEN. ROBERT E. LEE	SOLDIER	MILITARY LEADERS	4	11
35	GEN. MATTHEW RIDGEWAY	SOLDIER	MILITARY LEADERS	9	11
36	GEN. CLAIRE CHENNAULT	SOLDIER	MILITARY LEADERS	10	11
37	GEN. GEORGE A. CUSTER	INDIAN FIGHTER	MILITARY LEADERS	11	11
38	STEPHEN DECATUR	NAVAL HERO	MILITARY LEADERS	6	11
39	GEN. GEORGE S. PATTON, JR.	SOLDIER	MILITARY LEADERS	3	11
40	STONEWALL JACKSON	SOLDIER	MILITARY LEADERS	5	11
41	GEN. DWIGHT D. EISENHOWER	SOLDIER	MILITARY LEADERS	2	11
42	JOHN PAUL JONES	NAVAL HERO	MILITARY LEADERS	7	11
43	ELEANOR ROOSEVELT	U.N. DELEGATE	FAMOUS WOMEN	3	4
44	CLEOPATRA	QUEEN OF EGYPT	FAMOUS WOMEN	1	4
45	AMELIA EARHART	AVIATRIX	FAMOUS WOMEN	2	4
46	ANNIE OAKLEY	CRACK SHOT	FAMOUS WOMEN	4	4
47	ADMIRAL PEARY	EXPLORER	EXPLORERS	4	6
48	FERDINAND MAGELLAN	EXPLORER	EXPLORERS	6	6
49	PONCE DE LEON	EXPLORER	EXPLORERS	1	6
50	ADMIRAL BYRD	EXPLORER	EXPLORERS	5	6
51	CHRISTOPHER COLUMBUS	EXPLORER	EXPLORERS	3	6
52	BALBOA	EXPLORER	EXPLORERS	2	6
53	KIT CARSON	SCOUT	MEN OF THE WEST	3	11
54	BUFFALO BILL	SCOUT	MEN OF THE WEST	1	11
55	DANIEL BOONE	PIONEER	MEN OF THE WEST	2	11
56	GERONIMO	INDIAN CHIEF	MEN OF THE WEST	9	11
57	JESSE JAMES	OUTLAW	MEN OF THE WEST	4	11
58	SITTING BULL	INDIAN CHIEF	MEN OF THE WEST	8	11
59	COCHISE	INDIAN CHIEF	MEN OF THE WEST	10	11
60	WILD BILL HICKOK	SHERIFF	MEN OF THE WEST	5	11
61	SAM HOUSTON	SOLDIER	MEN OF THE WEST	7	11
62	BAT MASTERSON	WESTERN SHERIFF	MEN OF THE WEST	11	11
63	BILLY THE KID	OUTLAW	MEN OF THE WEST	6	11
64	WINSTON CHURCHILL	ENGLISH LEADER	WORLD FIGURES	2	5
65	MAHATMA GANDHI	LEADER	WORLD FIGURES	1	5
66	WILLIAM SHAKESPEARE	ENGLISH PLAYWRIGHT	WORLD FIGURES	4	5
67	NAPOLEON BONAPARTE	FRENCH LEADER	WORLD FIGURES	3	5
68	SIR ISAAC NEWTON	ENGLISH SCIENTIST	WORLD FIGURES	5	5
69	GUGLIELMO MARCONI	INVENTOR	INVENTORS	4	7
70	SAMUEL B.F. MORSE	INVENTOR	INVENTORS	5	7
71	THOMAS. A. EDISON	INVENTOR	INVENTORS	3	7
72	CYRUS H. McCORMICK	INVENTOR	INVENTORS	2	7
73	ROBERT FULTON	INVENTOR	INVENTORS	6	7
74	ALEXANDER GRAHAM BELL	INVENTOR	INVENTORS	7	7
75	ELIAS HOWE	INVENTOR	INVENTORS	1	7

# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

## LOOK 'N SEE CHECKLIST

NUMBER	NAME	OCCUPATION	SUBSET	NO	OF
76	LOUIS PASTEUR	SCIENTIST	WORLD FIGURES 2ND SERIES	9	19
77	WILLIAM PENN	AMERICAN PATRIOT	WORLD FIGURES 2ND SERIES	5	19
78	THOMAS PAINE	WRITER	WORLD FIGURES 2ND SERIES	6	19
79	EDGAR ALLEN POE	WRITER	WORLD FIGURES 2ND SERIES	3	19
80	WILL ROGERS	HUMORIST	WORLD FIGURES 2ND SERIES	8	19
81	SIR WALTER RALEIGH	EXPLORER	WORLD FIGURES 2ND SERIES	5	19
82	REMBRANDT	ARTIST	WORLD FIGURES 2ND SERIES	7	19
83	CLARA BARTON	HUMANITARIAN	FAMOUS WOMEN 2ND SERIES	1	7
84	JULIUS CAESAR	ROMAN EMPEROR	WORLD FIGURES 2ND SERIES	13	19
85	CHIANG KAI-SHEK	CHINESE GENERAL	WORLD FIGURES 2ND SERIES	1	19
86	BENVENUTO CELLINI	ARTIST	WORLD FIGURES 2ND SERIES	4	19
87	MARIE CURIE	SCIENTIST	FAMOUS WOMEN 2ND SERIES	7	7
88	ROALD AMUNDSEN	EXPLORER	EXPLORERS 2ND SERIES	1	6
89	HANS CHRISTIAN ANDERSON	WRITER	FAMOUS WRITERS	9	10
90	BENEDICT ARNOLD	TRAITOR	FAMOUS AMERICANS 2ND SERIES	1	16
91	ENRICO CARUSO	SINGER	FAMOUS AMERICANS 2ND SERIES	2	16
92	LOUIS DAGUERRE	INVENTOR	WORLD FIGURES 2ND SERIES	10	19
93	ADMIRAL GEORGE DEWEY	NAVAL HERO	FAMOUS AMERICANS 2ND SERIES	16	16
94	SIR FRANCIS DRAKE	EXPLORER	EXPLORERS 2ND SERIES	2	6
95	ALFRED E. SMITH	STATESMAN	FAMOUS AMERICANS 2ND SERIES	12	16
96	TECUMSEH	INDIAN CHIEF	FAMOUS AMERICANS 2ND SERIES	13	16
97	JULES VERNE	WRITER	FAMOUS WRITERS	6	10
98	ADLAI STEVENSON	STATESMAN	FAMOUS AMERICANS 2ND SERIES	10	16
99	LESTER B. PEARSON	U.N. DELEGATE	FAMOUS CANADIANS	2	2
100	LORD WILLIAM BEAVERBROOK	STATESMAN	FAMOUS CANADIANS	1	2
101	DANIEL DE FOE	AUTHOR	FAMOUS WRITERS	10	10
102	ANNE OF CLEVES	QUEEN OF ENGLAND	FAMOUS WOMEN 2ND SERIES	6	7
103	DUKE OF WINDSOR	KING OF ENGLAND 1936	WORLD FIGURES 2ND SERIES	2	19
104	QUEEN ELIZABETH II	QUEEN OF ENGLAND	FAMOUS WOMEN 2ND SERIES	5	7
105	LEONARDO DA VINCI	ARTIST	WORLD FIGURES 2ND SERIES	5	19
106	MACHIAVELLI	STATESMAN	WORLD FIGURES 2ND SERIES	12	19
107	GEORGE C. MARSHALL	GENERAL	FAMOUS AMERICANS 2ND SERIES	4	16
108	MICHELANGELO	ARTIST	WORLD FIGURES 2ND SERIES	6	19
109	ADMIRAL HORATIO NELSON	NAVAL HERO	WORLD FIGURES 2ND SERIES	18	19
110	NERO	ROMAN EMPEROR	WORLD FIGURES 2ND SERIES	15	19
111	FLORENCE NIGHTINGALE	HUMANITARIAN	FAMOUS WOMEN 2ND SERIES	4	7
112	JOHN D. ROCKEFELLER	INDUSTRIALIST	FAMOUS AMERICANS 2ND SERIES	9	16
113	SIR WALTER SCOTT	WRITER	FAMOUS WRITERS	8	10
114	PERCY BYSSHE SHELLEY	POET	FAMOUS WRITERS	4	10
115	JOHN PHILLIP SOUSA	COMPOSER	FAMOUS AMERICANS 2ND SERIES	11	16
116	ROBERT LOUIS STEVENSON	WRITER	FAMOUS WRITERS	5	10
117	ARTURO TOSCANINI	CONDUCTOR	FAMOUS AMERICANS 2ND SERIES	15	16
118	AMERIGO VESPUCCI	EXPLORER	EXPLORERS 2ND SERIES	6	6
119	H.G. WELLS	WRITER	FAMOUS WRITERS	7	10
120	WENDELL WILKIE	STATESMAN	FAMOUS AMERICANS 2ND SERIES	14	16
121	EMILE ZOLA	WRITER	FAMOUS WRITERS	1	10
122	CAPT. WILLIAM KIDD	PIRATE	WORLD FIGURES 2ND SERIES	17	19
123	SIR HENRY MORGAN	PIRATE	WORLD FIGURES 2ND SERIES	16	19
124	CHARLES DARWIN	SCIENTIST	FAMOUS AMERICANS 2ND SERIES	7	16
125	CHARLES DICKENS	WRITER	FAMOUS WRITERS	2	10
126	LEIF ERICSON	EXPLORER	EXPLORERS 2ND SERIES	3	6
127	GALILEO	SCIENTIST	WORLD FIGURES 2ND SERIES	8	19
128	GENGHIS KHAN	CONQUEROR	WORLD FIGURES 2ND SERIES	14	19
129	JOHANNES GUTENBERG	INVENTOR	WORLD FIGURES 2ND SERIES	11	19
130	VICTOR HERBERT	COMPOSER	FAMOUS AMERICANS 2ND SERIES	3	16
131	HENRY HUDSON	EXPLORER	EXPLORERS 2ND SERIES	4	6
132	HENRY VIII	KING OF ENGLAND	WORLD FIGURES 2ND SERIES	3	19
133	JOAN OF ARC	FRENCH HEROINE	FAMOUS WOMEN 2ND SERIES	2	7
134	LAFAYETTE	MILITARY HERO	WORLD FIGURES 2ND SERIES	19	19
135	DOLLY MADISON	PRESIDENT'S WIFE	FAMOUS WOMEN 2ND SERIES	3	7

PRICING		
1	FRANKLIN D. ROOSEVELT	25
4	ABRAHAM LINCOLN	20
6	THEODORE ROOSEVELT	12
15	BABE RUTH	150
22	DANIEL WEBSTER	10
42	JOHN PAUL JONES	10
47	ADMIRAL PEARY	10
57	JESSE JAMES	10
75	ELIAS HOWE	10
82	REMBRANDT	250
84	JULIUS CAESAR	15
88	ROALD AMUNDSEN	15
98	ADLAI STEVENSON	50
101	DANIEL DE FOE	35
112	JOHN D. ROCKEFELLER	35
130	VICTOR HERBERT	30
133	JOAN OF ARC	15
135	DOLLY MADISON	15

COMMON (1-75)	6
COMMON (76-135)	10
COMMON EXTRA PRINT (1-75)	4
COMMON EXTRA PRINT (76-135)	6
U.S. PRESIDENTS	15
SET	1200
ONE CENT WRAPPER	75
FIVE CENT WRAPPER	100
ONE CENT PACK	125
FIVE CENT PACK	275
ONE CENT BOX (EMPTY)	750
FIVE CENT BOX (EMPTY)	750
RED CELLO VIEWER	15

## MAGIC FOOTBALL

Issued As: Magic Football

ACC #: R415-2

Issue Date: 1951

Size: 2 1/16" x 2 15/16", 52 x 74.5 mm

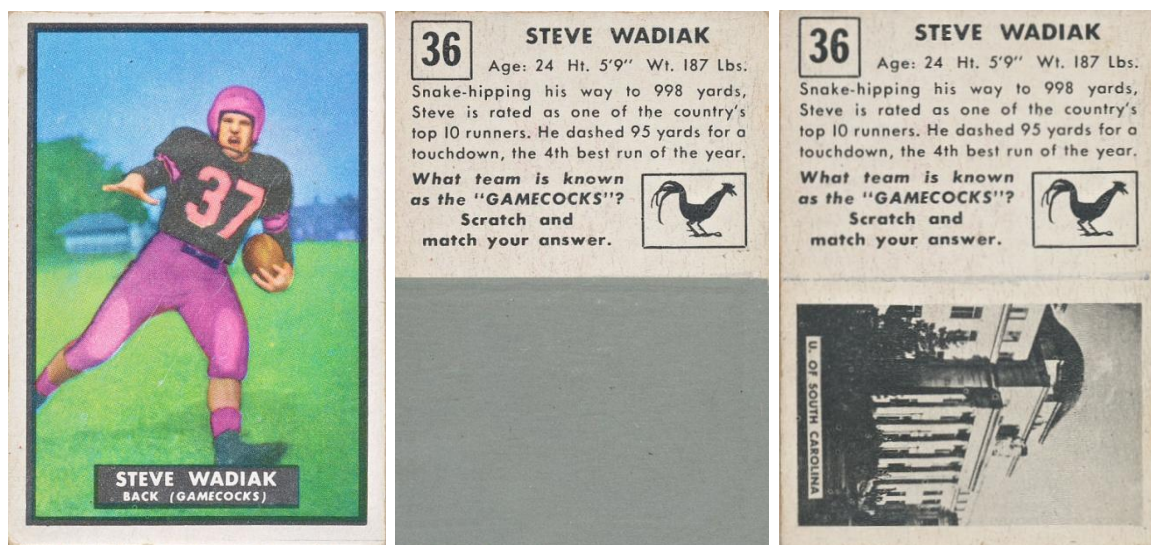
Packaging: 1 cent, 5 cent, 10 cent cello (unconfirmed)

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 75

Number of Series: 1

Sheet Size: 121



Unable to break into the NFL market like they had done earlier in 1951 with Major League Baseball, Topps went with a college theme for their second football set in three years. The “magic” part of *Magic Football* consisted of a scratch off feature on the back, which also had the card number, stylized school logo, a brief biography and vitals and a quiz, the answer to which was a photo revealed by the aforementioned scratch off. The fronts featured flexichrome painted photos of 75 players, often in garish pastels or extremely bright and inappropriate colors with a small nameplate centered near the bottom with the player’s name, position and school team nickname displayed in white on black.

*Magic Football* can be found either with nubbed or smooth upper and bottom edges as they were sold in singles and panels. There were two methods of scoring the cards when manufactured as some panelized cards display nubs that are very close to each other while others are separated by 3/16 of an inch or so. Cards produced by Topps from 1950 to early 1952 were plagued by cutting problems and *Magic Football* together with *Fighting Marines* (which may actually have been manufactured prior to this set) would be the last of the panelized sets that dominated the five cent packaging sales strategy in the early days of post-tab production. Cards with the scratch off feature still intact command a significant premium today.

The cards were likely printed in an 11 x 11 half sheet array. Refer to the *Look ‘N See* section for possible configurations for *Magic Football*.

(Sources: <http://www.footballcardgallery.com/> , *Beckett Football Card Price Guide, 25<sup>th</sup> Edition 2008-09*, Author's research)

## MAGIC FOOTBALL CHECKLIST

NUMBER	NAME	POSITION (TEAM)	SCHOOL
1	JIMMY MONAHAN	HALFBACK (QUEENSMEN)	RUTGERS UNIVERSITY
2	BILL WADE	QUARTERBACK (COMMODORES)	VANDERBILT UNIVERSITY
3	BILL REICHARDT	FULLBACK (HAWKEYES)	UNIVERSITY OF IOWA
4	VITO (BABE) PARILLI	QUARTERBACK (WILDCATS)	U. OF KENTUCKY
5	BILL BURKHALTER	BACKFIELD (OWLS)	RICE INSTITUTE
6	ED WEBER	BACKFIELD (INDIANS)	WILLIAM & MARY COLLEGE
7	THOMAS SCOTT	END (CAVALIERS)	UNIVERSITY OF VIRGINIA
8	FRANK GUTHRIDGE	QUARTERBACK (BLUE HENS)	U. OF DELAWARE
9	JOHN KARRAS	HALFBACK (FIGHTING ILLINI)	UNIVERSITY OF ILLINOIS
10	VIC JANOWICZ	HALFBACK (BUCKEYES)	OHIO STATE UNIVERSITY
11	CAPT. LLOYD HILL	TACKLE (BRUINS)	BROWN UNIVERSITY
12	JIM WEATHERALL	TACKLE (SOONERS)	U. OF OKLAHOMA
13	CAPT. HOWARD HANSEN	BACK (LIONS)	COLUMBIA UNIVERSITY
14	LOU D'ACHILLE	QUARTERBACK (FIGHTIN' HOOSIERS)	INDIANA UNIVERSITY
15	JOHNNY TURCO	BACK (CRUSADERS)	HOLY CROSS COLLEGE
16	JERRELL PRICE	TACKLE (RED RAIDERS)	TEXAS TECHNOLOGICAL COLLEGE
17	JOHN COATTA	QUARTERBACK (BADGERS)	U. OF WISCONSIN
18	BRUCE PATTON	QUARTERBACK (HILLTOPPERS)	MARQUETTE UNIVERSITY
19	MARION CAMPBELL	TACKLE (BULLDOGS)	UNIVERSITY OF GEORGIA
20	BLAINE EARON	END (BLUE DEVILS)	DUKE UNIVERSITY
21	DEWEY MCCONNELL	END (COWBOYS)	U. OF WYOMING
22	RAY BECK	TACKLE (YELLOW JACKETS)	GEORGIA INSTITUTE OF TECHNOLOGY
23	JIM PREWETT	TACKLE (GOLDEN HURRICANE)	UNIVERSITY OF TULSA
24	BOB STEELE	QUARTERBACK (AGGIES)	OKLAHOMA A&M COLLEGE
25	ART BETTS	END (NITTANY LIONS)	PENNSYLVANIA STATE COLLEGE
26	WALT TRILLHAASE	TACKLE (ENGINEERS)	LEHIGH UNIVERSITY
27	GIL BARTOSH	BACK (HORNED FROGS)	TEXAS CHRISTIAN U.
28	BOB BESTWICK	QUARTERBACK (PANTHERS)	U. OF PITTSBURGH
29	TOM RUSHING	HALFBACK (MAROONS)	MISSISSIPPI STATE COLLEGE
30	BERT RECHICHAR	BACK (VOLUNTEERS)	U. OF TENNESSEE
31	WM. OWENS	END (RED RAIDERS)	COLGATE UNIVERSITY
32	MIKE GOGGINS	FULLBACK (TITANS)	UNIVERSITY OF DETROIT
33	JOHN PETITBON	HALFBACK (FIGHTING IRISH)	U. OF NOTRE DAME
34	BYRON TOWNSEND	BACK (LONGHORNS)	UNIVERSITY OF TEXAS
35	ED ROTTICCI	CENTER (BRONCOS)	U. OF SANTA CLARA
36	STEVE WADIAK	BACK (GAMECOCKS)	U. OF SOUTH CAROLINA
37	BOB MARLOW	HALFBACK (CRIMSON TIDE)	ALABAMA UNIVERSITY
38	BILL FUCHS	CENTER (TIGERS)	UNIVERSITY OF MISSOURI
39	RALPH STAUB	END (BEARCATS)	U. OF CINCINNATI
40	BILL VESPRINI	CENTER (INDIANS)	DARTMOUTH COLLEGE
41	ZACK JORDAN	BACK (TIGERS)	U. OF COLORADO
42	BOB SMITH	FULLBACK (AGGIES)	TEXAS A&M COLLEGE
43	CHAS. HANSON	QUARTERBACK (TERRIERS)	BOSTON UNIVERSITY
44	GLENN SMITH	END (TIGERS)	CLEMSON COLLEGE
45	ARMAND KITTO	END (TIGERS)	LOUISIANA STATE U.
46	VINNIE DRAKE	QUARTERBACK (RAMS)	FORDHAM UNIVERSITY
47	BILL PUTICH	QUARTERBACK (WOLVERINES)	U. OF MICHIGAN
48	GEO. YOUNG	TACKLE (BISONS)	BUCKNELL UNIVERSITY
49	CAPT. DON McRAE	GUARD (WILDCATS)	NORTHWESTERN U.
50	FRANK SMITH	BACK (HURRICANES)	UNIVERSITY OF MIAMI
51	DICK HIGHTOWER	CENTER (MUSTANGS)	SOUTHERN METHODIST U.
52	CLYDE PICKARD	GUARD (DEMON DEACONS)	WAKE FOREST COLLEGE
53	BOB REYNOLDS	HALFBACK (CORNHUSKERS)	U. OF NEBRASKA
54	DICK GREGORY	HALFBACK (GOPHERS)	U. OF MINNESOTA
55	DALE SAMUELS	QUARTERBACK (BOILERMAKERS)	PURDUE UNIVERSITY
56	CO-CAPT. GALE GALLOWAY	CENTER (BEARS)	BAYLOR UNIVERSITY
57	CAPT. VIC PUJO	END (BIG RED)	CORNELL UNIVERSITY
58	DAVE WATERS	QUARTERBACK (GENERALS)	WASHINGTON & LEE U.
59	JOE ERNST	QUARTERBACK (GREEN WAVE)	TULANE UNIVERSITY
60	ELMER COSTA	TACKLE (WOLFPACK)	NORTH CAROLINA STATE COLLEGE
61	NICK LIOTTA	GUARD (WILDCATS)	VILLANOVA COLLEGE
62	JOHN DOTTELEY	FULLBACK (REBELS)	U. OF MISSISSIPPI
63	HI FAUBION	HALFBACK (WILDCATS)	KANSAS STATE COLLEGE
64	DAVID HARR	GUARD (DIPLOMATS)	FRANKLIN & MARSHALL COLLEGE
65	BILL MATTHEWS	HALFBACK (VIOLETS)	NEW YORK UNIVERSITY
66	CARROLL McDONALD	CENTER ('GATORS)	UNIVERSITY OF FLORIDA
67	DICK DEWING	FULLBACK (WILDCATS)	U. OF NEW HAMPSHIRE
68	JOE JOHNSON	HALFBACK (EAGLES)	BOSTON COLLEGE
69	ARNOLD BURWITZ	FULLBACK (WILDCATS)	UNIVERSITY OF ARIZONA
70	ED DOBROWOLSKI	HALFBACK (ORANGEMEN)	SYRACUSE UNIVERSITY
71	JOE DUDECK	GUARD (TAR HEELS)	U. OF NORTH CAROLINA
72	JOHN BRIGHT	HALFBACK (BULLDOGS)	DRAKE UNIVERSITY
73	HAROLD LOEHLEIN	END (CADETS)	U.S. MILITARY ACADEMY
74	LAWRENCE HAIRSTON	TACKLE (WOLFPACK)	UNIVERSITY OF NEVADA
75	BOB CAREY	END (SPARTANS)	MICHIGAN STATE COLLEGE



THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

# MAGIC FOOTBALL CHECKLIST

NUMBER	BY SCHOOL	NAME
37	ALABAMA UNIVERSITY	BOB MARLOW
56	BAYLOR UNIVERSITY	CO-CAPT. GALE GALLOWAY
68	BOSTON COLLEGE	JOE JOHNSON
43	BOSTON UNIVERSITY	CHAS. HANSON
11	BROWN UNIVERSITY	CAPT. LLOYD HILL
48	BUCKNELL UNIVERSITY	GEO. YOUNG
44	CLEMSON COLLEGE	GLENN SMITH
31	COLGATE UNIVERSITY	WM. OWENS
13	COLUMBIA UNIVERSITY	CAPT. HOWARD HANSEN
57	CORNELL UNIVERSITY	CAPT. VIC PUJO
40	DARTMOUTH COLLEGE	BILL VESPRINI
72	DRAKE UNIVERSITY	JOHN BRIGHT
20	DUKE UNIVERSITY	BLAINE EARON
46	FORDHAM UNIVERSITY	VINNIE DRAKE
64	FRANKLIN & MARSHALL COLLEGE	DAVID HARR
22	GEORGIA INSTITUTE OF TECHNOLOGY	RAY BECK
15	HOLY CROSS COLLEGE	JOHNNY TURCO
14	INDIANA UNIVERSITY	LOU D'ACHILLE
63	KANSAS STATE COLLEGE	HI FAUBION
26	LEHIGH UNIVERSITY	WALT TRILLHAASE
45	LOUISIANA STATE U.	ARMAND KITTO
18	MARQUETTE UNIVERSITY	BRUCE PATTON
75	MICHIGAN STATE COLLEGE	BOB CAREY
29	MISSISSIPPI STATE COLLEGE	TOM RUSHING
65	NEW YORK UNIVERSITY	BILL MATTHEWS
60	NORTH CAROLINA STATE COLLEGE	ELMER COSTA
49	NORTHWESTERN U.	CAPT. DON McRAE
10	OHIO STATE UNIVERSITY	VIC JANOWICZ
24	OKLAHOMA A&M COLLEGE	BOB STEELE
25	PENNSYLVANIA STATE COLLEGE	ART BETTS
55	PURDUE UNIVERSITY	DALE SAMUELS
5	RICE INSTITUTE	BILL BURKHALTER
1	RUTGERS UNIVERSITY	JIMMY MONAHAN
51	SOUTHERN METHODIST U.	DICK HIGHTOWER
70	SYRACUSE UNIVERSITY	ED DOBROWOLSKI
42	TEXAS A&M COLLEGE	BOB SMITH
27	TEXAS CHRISTIAN U.	GIL BARTOSH
16	TEXAS TECHNOLOGICAL COLLEGE	JERRELL PRICE
59	TULANE UNIVERSITY	JOE ERNST
39	U. OF CINCINNATI	RALPH STAUB
41	U. OF COLORADO	ZACK JORDAN
8	U. OF DELAWARE	FRANK GUTHRIDGE
4	U. OF KENTUCKY	VITO (BABE) PARILLI
47	U. OF MICHIGAN	BILL PUTICH
54	U. OF MINNESOTA	DICK GREGORY
62	U. OF MISSISSIPPI	JOHN DOTTLEY
53	U. OF NEBRASKA	BOB REYNOLDS
67	U. OF NEW HAMPSHIRE	DICK DEWING
71	U. OF NORTH CAROLINA	JOE DUDECK
33	U. OF NOTRE DAME	JOHN PETITBON
12	U. OF OKLAHOMA	JIM WEATHERALL
28	U. OF PITTSBURGH	BOB BESTWICK
35	U. OF SANTA CLARA	ED ROTTICCI
36	U. OF SOUTH CAROLINA	STEVE WADIAK
30	U. OF TENNESSEE	BERT RECHICHAR
17	U. OF WISCONSIN	JOHN COATTA
21	U. OF WYOMING	DEWEY McCONNELL
73	U.S. MILITARY ACADEMY	HAROLD LOEHLEIN
69	UNIVERSITY OF ARIZONA	ARNOLD BURWITZ
32	UNIVERSITY OF DETROIT	MIKE GOGGINS
66	UNIVERSITY OF FLORIDA	CARROLL McDONALD
19	UNIVERSITY OF GEORGIA	MARION CAMPBELL
9	UNIVERSITY OF ILLINOIS	JOHN KARRAS
3	UNIVERSITY OF IOWA	BILL REICHARDT
50	UNIVERSITY OF MIAMI	FRANK SMITH
38	UNIVERSITY OF MISSOURI	BILL FUCHS
74	UNIVERSITY OF NEVADA	LAWRENCE HAIRSTON
34	UNIVERSITY OF TEXAS	BYRON TOWNSEND
23	UNIVERSITY OF TULSA	JIM PREWETT
7	UNIVERSITY OF VIRGINIA	TOM SCOTT
2	VANDERBILT UNIVERSITY	BILL WADE
61	VILLANOVA COLLEGE	NICK LIOTTA
52	WAKE FOREST COLLEGE	CLYDE PICKARD
58	WASHINGTON & LEE U.	DAVE WATERS
6	WILLIAM & MARY COLLEGE	ED WEBER

PRICING		
2	BILL WADE	20
4	VITO (BABE) PARILLI	25
10	VIC JANOWICZ	100
19	MARION CAMPBELL	20
30	BERT RECHICHAR	20
48	GEO. YOUNG	20
	COMMON	3
	COMMON (UNSCRATCHED)	10
	SUPER COMMON	8
	SUPER COMMON (UNSCRATCHED)	25
	MULTIPLIER FOR UNSCATCHED	3X
	SET	500
	SET (UNSCRATCHED)	1500
	ONE CENT WRAPPER	200
	FIVE CENT WRAPPER	250
	ONE CENT PACK	400
	FIVE CENT PACK	750
	ONE CENT BOX (EMPTY)	SPEC.
	FIVE CENT BOX (EMPTY)	SPEC.

## MAGIC PHOTO

Issued As: Magic Photo, Hocus Focus

ACC #: R714-27

Issue Date: 1948-49

Size: 7/8" x 1 7/16", 22 x 36.5 mm

Packaging: 1 cent tab, 5 cent

Manufacturer: Bubbles, Inc.

Base Set Size: 252

Number of Series: 2

Sheet Size: 126



*Magic Photo* was the first insert card set issued by Topps when it appeared in August of 1948, marketed primarily in penny gum tabs with a white wax inner wrap. Retailed with a gum called *Hocus Focus*, which causes confusion with the later card issue of that name to this day, Topps cheekily advertised the set as “In Color” on the five cent wrappers but that referred to the bubble gum, which came in assorted hues, not the cards! The card fronts were blank and had to be developed using a solution found either on the inside of the penny gum tab wrapper or on “orange mystery paper” included in the nickel pack, which came with a panel of six connected cards in a 3 x 2 array. The revealed photo would answer a quiz question found on the reverse. It is worth noting that nowhere on these cards does the phrase “Hocus Focus” appear.

There were 126 cards in the first series, which matches a known uncut sheet configuration. Eight subsets of differing lengths and subjects were included, each with a small logo delineating the specific subseries. There was a definite bias toward sporting subjects in the first series, with some actors and actresses appearing as well. A “Hocus Focus Photo Album” was offered as a premium for dime on both types of wrappers. The album identified the eight first series subsets and included a handy checklist. The interior pages of the album were made of black paper with slits for inserting the card corners. Two brass fasteners held the covers and pages together.

All first series cards can be found with a back variation. One variety states “see directions inside wrap” across the (long side) bottom with the subset numbering rotated ninety degrees to run down the left (short) side. The other variety has the subset numbering running across the bottom with no reference to seeing the directions. This latter variant could be the result of an offer made in various comic books to allow the purchase of 20 “magic quiz” pictures for a dime and a *Bazooka* wrapper. Topps also struck a deal with the Barker Greeting Card Company of Cincinnati, Ohio to include a *Magic Photo* pack with a line of birthday cards, a model Topps would use for *Varsity* football as well later in the year and the variant cards could stem from that promotion. However, the comic book ad lists cards from both series but the variant back is not known on second series cards so there is also the possibility the “no directions” cards were from the initial print run, with Topps adding “see directions” in a second run.

There is at least one variation in the first series, among the Boxers where the Jack Johnson card can be found with or without gray borders. The two different Johnson cards also have slightly different crops on their photos but it is not clear at present if they are represented by both back varieties. Rumors persist that some versions of the cards can be found with rounded corners but these have not been confirmed as of this writing. In addition cards from first series panels are separated by a light score line. Second series cards have had perforations added, so the original method must not have been working too well.

The second series of 126 was released in January of 1949 and featured 11 new subsets, some very minimal in length. This second series contains a subset entitled Baseball Hall of Fame that featured subjects, most of which depicted retired baseball stars or scenes from the 1948 World Series. These are the first Topps baseball cards although they are rarely recognized as such.

Another album was issued, with an unchanged cover but with a second series checklist on the last page. Both the second series cards and albums are a little harder to find than the ones from the first series, although both albums are scarce in nice shape.

The two series and 19 subsets break down as follows (note: "I" was not used):

**Series 1:**

<u>Subset</u>	<u>Name</u>	<u>Number</u>
A	Boxing Champions	24
B	All American Basketball	6
C	All American Football	13
D	Wrestling Champions	25
E	Track and Field Champions	17
F	Stars of Stage and Screen	22
G	American Dogs	17
H	General Sports	<u>2</u>
		126

**Series 2:**

<u>Subset</u>	<u>Name</u>	<u>Number</u>
J	Movie Stars	45
K	Baseball Hall of Fame	19
L	Aviation Pioneers	9
M	Famous Landmarks	9
N	American Inventors	8
O	American Military Leaders	10
P	American Explorers	2
Q	Basketball Thrills	5
R	Football Thrills	5
S	Figures of the Wild West	7
T	General Sports	<u>7</u>
		126

There is a degree of correlation between the subjects of the 45 card long Movie Stars in Series J and the various *Flip-o-vision* productions, which was also a 1949 release. General Sports subjects appear in the first and second series. Basketball and Football subjects also appear in both series, albeit with different subset names. General Sports also appears in both series.

Three or four different fonts are used for the front captions, sometimes with more than one on a particular card. Overall, the 252 diverse subjects, particularly those in the second series, in *Magic Photo* appear to have been somewhat randomly selected from a stock pool of wire and press photos, perhaps Topps had a finite pool of photographs to choose from and just made do.

Only cards that are well developed can be considered to be in Excellent condition, assuming the rest of the card is in shape.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, Author's Research, alternate back scan courtesy of Rhett Yeakley)

THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

# MAGIC PHOTO CHECKLIST

NUMBER	NAME	SUBSET	NO	OF	LETTER	TEAM/COLLEGE	DIR.	NO DIR.
NO #	TOMMY BURNS	BOXING CHAMPIONS	1	24	A			
NO #	JOHN L. SULLIVAN	BOXING CHAMPIONS	2	24	A			
NO #	JAMES J. CORBETT	BOXING CHAMPIONS	3	24	A			
NO #	BOB FITZSIMMONS	BOXING CHAMPIONS	4	24	A			
NO #	JAMES J. JEFFRIES	BOXING CHAMPIONS	5	24	A			
NO #	JACK JOHNSON	BOXING CHAMPIONS	6	24	A			
NO #	JESS WILLARD	BOXING CHAMPIONS	7	24	A			
NO #	JACK DEMPSEY	BOXING CHAMPIONS	8	24	A			
NO #	GENE TUNNEY	BOXING CHAMPIONS	9	24	A			
NO #	MAX SCHMELING	BOXING CHAMPIONS	10	24	A			
NO #	JACK SHARKEY	BOXING CHAMPIONS	11	24	A			
NO #	PRIMO CARNERA	BOXING CHAMPIONS	12	24	A			
NO #	MAX BAER	BOXING CHAMPIONS	13	24	A			
NO #	JAMES J. BRADDOCK	BOXING CHAMPIONS	14	24	A			
NO #	JOE LOUIS	BOXING CHAMPIONS	15	24	A			
NO #	GUS. LESNEVICH	BOXING CHAMPIONS	16	24	A			
NO #	TONY ZALE	BOXING CHAMPIONS	17	24	A			
NO #	IKE WILLIAMS	BOXING CHAMPIONS	18	24	A			
NO #	RAY ROBINSON	BOXING CHAMPIONS	19	24	A			
NO #	WILLIE PEP	BOXING CHAMPIONS	20	24	A			
NO #	RINTY MONAGHAN	BOXING CHAMPIONS	21	24	A			
NO #	MANUEL ORTIZ	BOXING CHAMPIONS	22	24	A			
NO #	MARIEL CERDAN	BOXING CHAMPIONS	23	24	A			
NO #	BUDDY BAER	BOXING CHAMPIONS	24	24	A			
NO #	RALPH BEARD	ALL AMERICAN BASKETBALL	1	6	B	KENTUCKY		
NO #	MURRAY WIER	ALL AMERICAN BASKETBALL	2	6	B	UNIV. OF IOWA		
NO #	ED MACAULEY	ALL AMERICAN BASKETBALL	3	6	B	ST. LOUIS UNIVERSITY		
NO #	KEVIN O'SHEA	ALL AMERICAN BASKETBALL	4	6	B	NOTRE DAME		
NO #	JIM McINTYRE	ALL AMERICAN BASKETBALL	5	6	B	MINNESOTA		
NO #	MANHATTAN BEATS DARTMOUTH	ALL AMERICAN BASKETBALL	6	6	B	MANHATTAN, DARTMOUTH		
NO #	BARNEY POOLE	ALL AMERICAN FOOTBALL	1	13	C	MISSISSIPPI		
NO #	PETE ELLIOTT	ALL AMERICAN FOOTBALL	2	13	C	MICHIGAN		
NO #	DOAK WALKER	ALL AMERICAN FOOTBALL	3	13	C	S.M.U.		
NO #	BILL SWIACKI	ALL AMERICAN FOOTBALL	4	13	C	COLUMBIA		
NO #	BILL FISCHER	ALL AMERICAN FOOTBALL	5	13	C	NOTRE DAME		
NO #	JOHNNY LUJACK	ALL AMERICAN FOOTBALL	6	13	C	NOTRE DAME		
NO #	CHAS. P. BEDNERIK	ALL AMERICAN FOOTBALL	7	13	C	UNIV. OF PENN		
NO #	JOE STEFFY	ALL AMERICAN FOOTBALL	8	13	C	ARMY		
NO #	GEORGE CONNOR	ALL AMERICAN FOOTBALL	9	13	C	NOTRE DAME		
NO #	STEVE SUHEY	ALL AMERICAN FOOTBALL	10	13	C	PENN STATE		
NO #	BOB CHAPPUIS	ALL AMERICAN FOOTBALL	11	13	C	MICHIGAN		
NO #	COLUMBIA-23 NAVY-14	ALL AMERICAN FOOTBALL	12	13	C	COLUMBIA, NAVY		
NO #	ARMY-NOTRE DAME	ALL AMERICAN FOOTBALL	13	13	C	ARMY, NOTRE DAME		
NO #	FRANK GOTCH	WRESTLING CHAMPIONS	1	25	D			
NO #	HACKENSCHMIDT	WRESTLING CHAMPIONS	2	25	D			
NO #	STANASLAUS ZBYSZKO	WRESTLING CHAMPIONS	3	25	D			
NO #	JIM BROWNING	WRESTLING CHAMPIONS	4	25	D			
NO #	JIM LONDOS	WRESTLING CHAMPIONS	5	25	D			
NO #	STRANGLER LEWIS	WRESTLING CHAMPIONS	6	25	D			
NO #	GEORGE BECKER	WRESTLING CHAMPIONS	7	25	D			
NO #	ERNIE DUSEK	WRESTLING CHAMPIONS	8	25	D			
NO #	RUDY DUSEK	WRESTLING CHAMPIONS	9	25	D			
NO #	DEAN DETTON	WRESTLING CHAMPIONS	10	25	D			
NO #	MASKED MARVEL	WRESTLING CHAMPIONS	11	25	D			
NO #	MAURICE TILLET	WRESTLING CHAMPIONS	12	25	D			
NO #	OLAF SWENSON	WRESTLING CHAMPIONS	13	25	D			
NO #	TONY GALENTO	WRESTLING CHAMPIONS	14	25	D			
NO #	FRANK SEXTON	WRESTLING CHAMPIONS	15	25	D			
NO #	GEORGE CALZA	WRESTLING CHAMPIONS	16	25	D			
NO #	ARM LOCK	WRESTLING CHAMPIONS	17	25	D			
NO #	FLYING DROP KICK FOOTBALL	WRESTLING CHAMPIONS	18	25	D			
NO #	PRIMO CARNERA	WRESTLING CHAMPIONS	19	25	D			
NO #	GINO GARIBALDI	WRESTLING CHAMPIONS	20	25	D			
NO #	"LORD" JAN BLEARS	WRESTLING CHAMPIONS	21	25	D			
NO #	JOE SAVOLDI	WRESTLING CHAMPIONS	22	25	D			
NO #	DICK SHIKAT	WRESTLING CHAMPIONS	23	25	D			
NO #	WAD LESLAW	WRESTLING CHAMPIONS	24	25	D			
NO #	STEINKE UPSIDE DOWN	WRESTLING CHAMPIONS	25	25	D			

## MAGIC PHOTO CHECKLIST

NUMBER	NAME	SUBSET	NO	OF	LETTER	TEAM/COLLEGE	DIR.	NO DIR.
NO #	JESSE OWENS 10.4 SEC.	TRACK AND FIELD CHAMPIONS	1	17	E			
NO #	LEO STEERS	TRACK AND FIELD CHAMPIONS	2	17	E			
NO #	BEN EASTMAN 440 YD. 46.4 SEC.	TRACK AND FIELD CHAMPIONS	3	17	E			
NO #	HARRISON DILLARD 120 YD. HURDLE 13.6 SEC.	TRACK AND FIELD CHAMPIONS	4	17	E			
NO #	GREG RICE 2 MILES 8 MIN. 51 SEC.	TRACK AND FIELD CHAMPIONS	5	17	E			
NO #	HANNES KOLEHMAINEN 6 MILES 30 MIN. 20 1/4 SEC.	TRACK AND FIELD CHAMPIONS	6	17	E			
NO #	GUNDER HAGG 1 MILE 4 MINS 5.9 SEC.	TRACK AND FIELD CHAMPIONS	7	17	E			
NO #	CHAS. PORES 5 MILE 24 MIN 21.4 SEC.	TRACK AND FIELD CHAMPIONS	8	17	E			
NO #	GROVER KELMMER ANCHOR MAN 1 MILE RELAY...	TRACK AND FIELD CHAMPIONS	9	17	E			
NO #	BOYD BROWN JAVELIN -245 FEET 4 IN.	TRACK AND FIELD CHAMPIONS	10	17	E			
NO #	PAT RYAN 16 LB. HAMMER THROW 189 FT 6 1/2 IN	TRACK AND FIELD CHAMPIONS	11	17	E			
NO #	CHARLIE FONVILLE SHOT PUT 58 FT. 1/4 IN.	TRACK AND FIELD CHAMPIONS	12	17	E			
NO #	C. WARMERDAM POLE VAULT 15 FT. 8 1/2 IN.	TRACK AND FIELD CHAMPIONS	13	17	E			
NO #	ARMY-NAVY TIE	TRACK AND FIELD CHAMPIONS	14	17	E			
NO #	HAAKEN LIDMAN SWEDEN	TRACK AND FIELD CHAMPIONS	15	17	E			
NO #	MORRIS (ARMY) WINS	TRACK AND FIELD CHAMPIONS	16	17	E			
NO #	M. JARVINEN JAVELIN	TRACK AND FIELD CHAMPIONS	17	17	E			
NO #	CLARK GABLE	STARS OF STAGE AND SCREEN	1	22	F			
NO #	BARBARA STANWYCK	STARS OF STAGE AND SCREEN	2	22	F			
NO #	LANA TURNER	STARS OF STAGE AND SCREEN	3	22	F			
NO #	INGRED BERGMAN	STARS OF STAGE AND SCREEN	4	22	F			
NO #	BETTY GRABLE	STARS OF STAGE AND SCREEN	5	22	F			
NO #	TYRONE POWER	STARS OF STAGE AND SCREEN	6	22	F			
NO #	OLIVIA DeHAVILLAND	STARS OF STAGE AND SCREEN	7	22	F			
NO #	JOAN FONTAINE	STARS OF STAGE AND SCREEN	8	22	F			
NO #	JUNE ALLYSON	STARS OF STAGE AND SCREEN	9	22	F			
NO #	DOROTHY LAMOUR	STARS OF STAGE AND SCREEN	10	22	F			
NO #	WILLIAM POWELL	STARS OF STAGE AND SCREEN	11	22	F			
NO #	SYLVIA SIDNEY	STARS OF STAGE AND SCREEN	12	22	F			
NO #	VAN JOHNSON	STARS OF STAGE AND SCREEN	13	22	F			
NO #	VIRGINIA MAYO	STARS OF STAGE AND SCREEN	14	22	F			
NO #	CLAUDETTE COLBERT	STARS OF STAGE AND SCREEN	15	22	F			
NO #	EVE ARDEN	STARS OF STAGE AND SCREEN	16	22	F			
NO #	LYN BARI	STARS OF STAGE AND SCREEN	17	22	F			
NO #	MAUREEN O'HARA	STARS OF STAGE AND SCREEN	18	22	F			
NO #	JEAN ARTHUR	STARS OF STAGE AND SCREEN	19	22	F			
NO #	HAZEL BROOKS	STARS OF STAGE AND SCREEN	20	22	F			
NO #	MARTHA VICKERS	STARS OF STAGE AND SCREEN	21	22	F			
NO #	NOREEN NASH	STARS OF STAGE AND SCREEN	22	22	F			
NO #	WIRE HAired TERRIER	AMERICAN DOGS	1	17	G			
NO #	CHOW	AMERICAN DOGS	2	17	G			
NO #	CAIRO TERRIER	AMERICAN DOGS	3	17	G			
NO #	WHITE SEALYHAM	AMERICAN DOGS	4	17	G			
NO #	ST. BERNARD	AMERICAN DOGS	5	17	G			
NO #	BOSTON BULL	AMERICAN DOGS	6	17	G			
NO #	GREYHOUND	AMERICAN DOGS	7	17	G			
NO #	DALMATIAN	AMERICAN DOGS	8	17	G			
NO #	POINTER	AMERICAN DOGS	9	17	G			
NO #	COCKER SPANIEL	AMERICAN DOGS	10	17	G			
NO #	ENGLISH BULLDOG	AMERICAN DOGS	11	17	G			
NO #	CHAMPION POINTER	AMERICAN DOGS	12	17	G			
NO #	SETTER	AMERICAN DOGS	13	17	G			
NO #	BOXER	AMERICAN DOGS	14	17	G			
NO #	RUSSIAN WOLFHOUND	AMERICAN DOGS	15	17	G			
NO #	DOBERMAN	AMERICAN DOGS	16	17	G			
NO #	COLLIE	AMERICAN DOGS	17	17	G			
NO #	MR. & MRS. GEORGE REMINGTON	GENERAL SPORTS	1	2	H			
NO #	BERNICE DOSSEY	GENERAL SPORTS	2	2	H			

THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 to 1956

# MAGIC PHOTO CHECKLIST

NUMBER	NAME	SUBSET	NO	OF	LETTER	TEAM/COLLEGE
NO #	JOHNNY MACK BROWN STARRED IN "HIDDEN DANGER"	MOVIE STARS	1	45	J	
NO #	ANDY CLYDE STARRED IN "CRASHING THRU"	MOVIE STARS	2	45	J	
NO #	RODDY McDOWALL STARRED IN "KIDNAPPED"	MOVIE STARS	3	45	J	
NO #	KEYE LUKE FEATURED IN "THE FEATHERED SERPENT"	MOVIE STARS	4	45	J	
NO #	JACKIE COOGAN STARRED IN "FRENCH LEAVE"	MOVIE STARS	5	45	J	
NO #	JOE KIRKWOOD JR. STARRED IN "THE BIG FIGHT"	MOVIE STARS	6	45	J	
NO #	JACKIE COOPER STARRED IN "FRENCH LEAVE"	MOVIE STARS	7	45	J	
NO #	ARTHUR LAKE STARRED IN "SIXTEEN FATHOMS DEEP"	MOVIE STARS	8	45	J	
NO #	SAM LEVINE STARRED IN "THE BABE RUTH STORY"	MOVIE STARS	9	45	J	
NO #	BINNIE BARNES	MOVIE STARS	10	45	J	
NO #	GERTRUDE NIESEN	MOVIE STARS	11	45	J	
NO #	RORY CALHOUN	MOVIE STARS	12	45	J	
NO #	JUNE LOCKHART	MOVIE STARS	13	45	J	
NO #	HEDY LAMARR STARRED IN "LET'S LIVE A LITTLE"	MOVIE STARS	14	45	J	
NO #	ROBERT CUMMINGS	MOVIE STARS	15	45	J	
NO #	BRIAN AHERNE 6' 3" STARRED IN "SMART WOMAN"	MOVIE STARS	16	45	J	
NO #	WILLIAM BENDIX STARRED IN "THE BABE RUTH STORY"	MOVIE STARS	17	45	J	
NO #	ROLAND WINTERS	MOVIE STARS	18	45	J	
NO #	MICHAEL O'SHEA	MOVIE STARS	19	45	J	
NO #	LOIS BUTLER	MOVIE STARS	20	45	J	
NO #	RENIE RIANO STARRED IN "JIGGS AND MAGGIE IN COURT"	MOVIE STARS	21	45	J	
NO #	JIMMY WAKELY STARRED IN "GUN RUNNER"	MOVIE STARS	22	45	J	
NO #	AUDIE MURPHY STARRED IN "BAD BOY"	MOVIE STARS	23	45	J	
NO #	LEO GORCEY STARRED IN "FIGHTING FOOLS"	MOVIE STARS	24	45	J	
NO #	LEON ERROL FEATURED IN "THE BIG FIGHT"	MOVIE STARS	25	45	J	
NO #	LON CHANEY	MOVIE STARS	26	45	J	
NO #	WILLIAM FRAWLEY	MOVIE STARS	27	45	J	
NO #	BILLY BENEDICT	MOVIE STARS	28	45	J	
NO #	ROD CAMERON	MOVIE STARS	29	45	J	
NO #	JAMES GLEASON	MOVIE STARS	30	45	J	
NO #	GILBERT ROLAND	MOVIE STARS	31	45	J	
NO #	RAYMOND HATTON	MOVIE STARS	32	45	J	
NO #	JOE YULE	MOVIE STARS	33	45	J	
NO #	EDDIE ALBERT	MOVIE STARS	34	45	J	
NO #	BARRY SULLIVAN	MOVIE STARS	35	45	J	
NO #	RICHARD BASEHART	MOVIE STARS	36	45	J	
NO #	CLAIRE TREVOR	MOVIE STARS	37	45	J	
NO #	CONSTANCE BENNETT STARRED IN "SMART WOMAN"	MOVIE STARS	38	45	J	
NO #	GALE STORM FEATURED IN "WINNER TAKE ALL"	MOVIE STARS	39	45	J	
NO #	ELYSE KNOX	MOVIE STARS	40	45	J	
NO #	JANE WYATT	MOVIE STARS	41	45	J	
NO #	WHIP WILSON STARRING IN MONOGRAM'S "CRASHING THRU"	MOVIE STARS	42	45	J	
NO #	CHARLES BICKFORD	MOVIE STARS	43	45	J	
NO #	GUY MADISON	MOVIE STARS	44	45	J	
NO #	BARTON MacLANE	MOVIE STARS	45	45	J	
NO #	LOU BOUDREAU	BASEBALL HALL OF FAME	1	19	K	CLEVELAND INDIANS
NO #	CLEVELAND INDIANS	BASEBALL HALL OF FAME	2	19	K	CLEVELAND INDIANS
NO #	BOB ELLIOTT	BASEBALL HALL OF FAME	3	19	K	BOSTON BRAVES
NO #	CLEVELAND INDIANS 4-3	BASEBALL HALL OF FAME	4	19	K	CLEVELAND INDIANS
NO #	CLEVELAND INDIANS 4-1 (LOU BOUDREAU SCORING)	BASEBALL HALL OF FAME	5	19	K	CLEVELAND INDIANS
NO #	"BABE RUTH" 714	BASEBALL HALL OF FAME	6	19	K	NEW YORK YANKEES
NO #	TRIS SPEAKER 793	BASEBALL HALL OF FAME	7	19	K	BOSTON RED SOX
NO #	ROGERS HORNSBY	BASEBALL HALL OF FAME	8	19	K	ST. LOUIS BROWNS
NO #	CONNIE MACK	BASEBALL HALL OF FAME	9	19	K	PHILADELPHIA ATHLETICS
NO #	CHRISTY MATHEWSON	BASEBALL HALL OF FAME	10	19	K	NEW YORK GIANTS
NO #	HANS WAGNER	BASEBALL HALL OF FAME	11	19	K	PITTSBURGH PIRATES
NO #	GROVER ALEXANDER	BASEBALL HALL OF FAME	12	19	K	PHILADELPHIA PHILLIES
NO #	TY COBB	BASEBALL HALL OF FAME	13	19	K	DETROIT TIGERS
NO #	LOU GEHRIG	BASEBALL HALL OF FAME	14	19	K	NEW YORK YANKEES
NO #	WALTER JOHNSON	BASEBALL HALL OF FAME	15	19	K	WASHINGTON SENATORS
NO #	CY YOUNG	BASEBALL HALL OF FAME	16	19	K	BOSTON RED SOX
NO #	GEORGE SISLER 257	BASEBALL HALL OF FAME	17	19	K	ST. LOUIS BROWNS
NO #	TINKER AND EVERS	BASEBALL HALL OF FAME	18	19	K	CHICAGO CUBS
NO #	THIRD BASE CLEVELAND INDIANS	BASEBALL HALL OF FAME	19	19	K	CLEVELAND INDIANS



## MAGIC PHOTO CHECKLIST

NUMBER	NAME	SUBSET	NO	OF	LETTER	TEAM/COLLEGE
NO #	COLONIAL AIRLINES	AVIATION PIONEERS	1	9	L	
NO #	JAMES DOOLITTLE	AVIATION PIONEERS	2	9	L	
NO #	WILEY POST 1933	AVIATION PIONEERS	3	9	L	
NO #	EDDIE RICKENBACKER	AVIATION PIONEERS	4	9	L	
NO #	AMELIA EARHART	AVIATION PIONEERS	5	9	L	
NO #	CHARLES LINDBERGH	AVIATION PIONEERS	6	9	L	
NO #	DOUG CORRIGAN	AVIATION PIONEERS	7	9	L	
NO #	CHAS. A LEVINE	AVIATION PIONEERS	8	9	L	
NO #	WRIGHT BROTHERS	AVIATION PIONEERS	9	9	L	
NO #	NIAGARA FALLS	FAMOUS LANDMARKS	1	9	M	
NO #	EMPIRE STATE 110 STORIES	FAMOUS LANDMARKS	2	9	M	
NO #	LEANING TOWER OF PISA	FAMOUS LANDMARKS	3	9	M	
NO #	EFFEL TOWER	FAMOUS LANDMARKS	4	9	M	
NO #	LINCOLN MEMORIAL	FAMOUS LANDMARKS	5	9	M	
NO #	STATUE OF LIBERTY BEDLOE'S ISLAND	FAMOUS LANDMARKS	6	9	M	
NO #	GEYSER YELLOWSTONE NATIONAL PARK	FAMOUS LANDMARKS	7	9	M	
NO #	SPHINX	FAMOUS LANDMARKS	8	9	M	
NO #	WASHINGTON MONUMENT	FAMOUS LANDMARKS	9	9	M	
NO #	ELI WHITNEY'S COTTON GIN	AMERICAN INVENTORS	1	8	N	
NO #	THOMAS A. EDISON	AMERICAN INVENTORS	2	8	N	
NO #	C.E. DURYEA	AMERICAN INVENTORS	3	8	N	
NO #	BENJAMIN FRANKLIN	AMERICAN INVENTORS	4	8	N	
NO #	V.K. ZWORYKIN TELEVISION	AMERICAN INVENTORS	5	8	N	
NO #	ROBERT FULTON STEAMBOAT	AMERICAN INVENTORS	6	8	N	
NO #	SAMUEL MORSE TELEGRAPH-1832	AMERICAN INVENTORS	7	8	N	
NO #	ALEXANDER GRAHAM BELL TELEPHONE 1876	AMERICAN INVENTORS	8	8	N	
NO #	JOSEPH STILWELL	AMERICAN MILITARY LEADERS	1	10	O	
NO #	ADMIRAL CHESTER NIMITZ	AMERICAN MILITARY LEADERS	2	10	O	
NO #	GEORGE PATTON	AMERICAN MILITARY LEADERS	3	10	O	
NO #	GENERAL JOHN PERSHING	AMERICAN MILITARY LEADERS	4	10	O	
NO #	ADMIRAL DAVID FARRAGUT	AMERICAN MILITARY LEADERS	5	10	O	
NO #	JONATHAN WAINWRIGHT	AMERICAN MILITARY LEADERS	6	10	O	
NO #	DOUGLAS MacARTHUR	AMERICAN MILITARY LEADERS	7	10	O	
NO #	GENERAL OMAR BRADLEY	AMERICAN MILITARY LEADERS	8	10	O	
NO #	GEORGE DEWEY	AMERICAN MILITARY LEADERS	9	10	O	
NO #	GENERAL DWIGHT EISENHOWER	AMERICAN MILITARY LEADERS	10	10	O	
NO #	ADMIRAL ROBERT PEARY	AMERICAN EXPLORERS	1	2	P	
NO #	RICHARD E. BYRD	AMERICAN EXPLORERS	2	2	P	
NO #	ST. LOUIS UNIVERSITY	BASKETBALL THRILLS	1	5	Q	ST. LOUIS UNIVERSITY
NO #	LONG ISLAND UNIVERSITY	BASKETBALL THRILLS	2	5	Q	LONG ISLAND UNIVERSITY
NO #	NOTRE DAME	BASKETBALL THRILLS	3	5	Q	NOTRE DAME
NO #	KENTUCKY 58-42	BASKETBALL THRILLS	4	5	Q	KENTUCKY
NO #	DE PAUL 75 TO 64	BASKETBALL THRILLS	5	5	Q	DE PAUL
NO #	WALLY TRIPLETT	FOOTBALL THRILLS	1	5	R	PENN STATE
NO #	GIL STEPHENSON	FOOTBALL THRILLS	2	5	R	ARMY
NO #	NORTHWESTERN	FOOTBALL THRILLS	3	5	R	NORTHWESTERN
NO #	YALE BULLDOG AND COLUMBIA LIONS	FOOTBALL THRILLS	4	5	R	YALE, COLUMBIA
NO #	CORNELL	FOOTBALL THRILLS	5	5	R	CORNELL
NO #	GENERAL CUSTER	FIGURES OF THE WILD WEST	1	7	S	
NO #	BUFFALO BILL CODY	FIGURES OF THE WILD WEST	2	7	S	
NO #	SITTING BULL	FIGURES OF THE WILD WEST	3	7	S	
NO #	ANNIE OAKLEY	FIGURES OF THE WILD WEST	4	7	S	
NO #	JESSE JAMES	FIGURES OF THE WILD WEST	5	7	S	
NO #	GERONIMO	FIGURES OF THE WILD WEST	6	7	S	
NO #	BILLY THE KID	FIGURES OF THE WILD WEST	7	7	S	
NO #	SOCCER	GENERAL SPORTS	1	7	T	
NO #	MOTOR BOAT RACING	GENERAL SPORTS	2	7	T	
NO #	ICE HOCKEY	GENERAL SPORTS	3	7	T	
NO #	WATER SKIING	GENERAL SPORTS	4	7	T	
NO #	GALLORETTE	GENERAL SPORTS	5	7	T	
NO #	HEADLOCK	GENERAL SPORTS	6	7	T	
NO #	TENNIS	GENERAL SPORTS	7	7	T	

## MAGIC PHOTO CHECKLIST

### PRICING

NO #	JACK DEMPSEY	100
NO #	GENE TUNNEY	75
NO #	MAX SCHMELING	75
NO #	JOE LOUIS	75
NO #	DOAK WALKER	40
NO #	JOHNNY LUJACK	40
NO #	CHAS. P. BEDNERIK	40
NO #	JESSE OWENS	25
NO #	CLARK GABLE	20
NO #	BETTY GRABLE	15
NO #	WILLIAM BENDIX STARRERD IN "THE BABE RUTH STORY"	20
NO #	LOU BOUDREAU	30
NO #	"BABE RUTH" 714	300
NO #	TRIS SPEAKER 793	40
NO #	ROGERS HORNSBY	50
NO #	CONNIE MACK	30
NO #	CHRISTY MATHEWSON	60
NO #	HANS WAGNER	100
NO #	GROVER ALEXANDER	30
NO #	TY COBB	125
NO #	LOU GEHRIG	125
NO #	WALTER JOHNSON	75
NO #	CY YOUNG	60
NO #	GEORGE SISLER 257	50
NO #	TINKER AND EVERS	30
NO #	EDDIE RICKENBACKER	40
NO #	AMELIA EARHART	40
NO #	CHARLES LINDBERGH	40
NO #	EMPIRE STATE 110 STORIES	25
NO #	STATUE OF LIBERTY BEDLOE'S ISLAND	20
NO #	BENJAMIN FRANKLIN	40
NO #	GEORGE PATTON	20
NO #	DOUGLAS MacARTHUR	40
NO #	GENERAL DWIGHT EISENHOWER	40
NO #	GENERAL CUSTER	30
	COMMON (1-126)	6
	COMMON (127-252)	10
	COMMON PANEL	300
	SEMI STAR (1-126)	10
	SEMI STAR (127-252)	15
	COMMON BOXING CHAMPIONS-SERIES A	30
	COMMON ALL AMERICAN BASKETBALL-SERIES B	15
	COMMON ALL AMERICAN FOOTBALL-SERIES C	15
	COMMON AMERICAN DOGS-SERIES G	15
	COMMON BASEBALL HALL OF FAME-SERIES K	20
	COMMON AVIATION PIONEERS-SERIES O	20
	COMMON AMERICAN EXPLORERS-SERIES P	20
	COMMON BASKETBALL THRILLS-SERIES Q	20
	COMMON FOOTBALL THRILLS-SERIES R	20
	COMMON FIGURES OF THE WILD WEST-SERIES S	25
	COMMON GENERAL SPORTS-SERIES T	25
	BASE SET (SINGLES)	3500
	BASE SET (PANELS)	N/A
	ONE CENT WRAPPER	75
	FIVE CENT WRAPPER	250
	ONE CENT PACK	150
	FIVE CENT PACK	500
	ONE CENT BOX	SPEC.
	FIVE CENT BOX	SPEC.
	ORANGE MYSTERY PAPER	100
	ALBUM	100

## PLAY COINS OF THE WORLD (1949-50)

**Issued As:** World Coins, Play Money World Coins, Play Money Pops

**ACC #:** PX4

**Issue Date:** 1949-50

**Diameter:** 7/8", 22.5 mm

**Packaging:** 1 cent tab, 10 cent poly bag, lollipop box

**Manufacturer:** Topps Chewing Gum, Inc.

**Base Set Size:** 72/120/144

**Number of Series:** 3

**Sheet Size:** N/A

### *Play Coins of the World:*



### *Play Money Pops:*



Issued in a variety of guises, *Play Coins of the World* is known today by these exact words, which appear on the coins. Colorful coins depicting currency in various denominations from 24 countries were issued in an array of hues and differing textures over a two year period in at least three different packages and marketing campaigns by two different divisions of Topps. One side has the set name encircling a large denomination in the middle of a stylized globe while the other has the country and currency names encircling a stylized symbol of that country.

The first appearance of these coins was in penny gum tabs in 1949, labeled as *World Coins*. One of 120 different injection molded coins was inserted between the inner wax and outer paper wrappers, just like the tiny cards of the era. Each of the 24 countries depicted came in five denominations, each with its own color in this initial release:

<u>Denomination</u>	<u>Color</u>
5	Green
10	Blue
25	Red
50	Silver
100	Gold

The *Play Coins* were loosely related to the 1949 *Flags of All Nations-Soldiers of the World* tab sized card issue as well. No doubt Topps was selling products tied to an upswell of interest in the United Nations, which had laid the cornerstone for its headquarters in October of 1949 in Manhattan.

In 1950 Topps reissued and re-imagined their flag cards in a larger format as *Flags of the World-Parade* and used cards from that set on point-of-sale materials to market a reissue of *Play Coins* that were sold loose in a poly bag for a dime. Topps added a 1 denomination in yellow for this particular configuration, which was sold as *Play Money World Coins*. These yellow coins are harder to find than coins of other colors. The color list for the reissue became:

<u>Denomination</u>	<u>Color</u>
1	Yellow
5	Green
10	Blue
25	Red
50	Silver
100	Gold

It seems at some point in the production of this version of the set, the strict color/denomination linkage stopped and some, if not all denominations other than 50 and 100 ended up being produced in each color. If all “non-metallic” combinations were used, this would add 72 more coins to a master set.

Finally, Topps produced a set of these coins in denominations of 25, 50 and 100 with a “metallic” finish, that were packed in ribbons of cellophane that held 7 coins inside a box of 15 lollipops called *Play Money Pops*. This particular configuration was attributed to the Topps Candy Division and similar lollipop releases from them in this era and probably dates to the latter part of 1950 or early 1951.

These “metallic” *Play Money Pops* coins had a black plastic core, manufactured just like the other coins in the set but with a thin layer of foil added to each side that was then pressure stamped onto the coin and held in place with a plastic retaining ring that encircled the rims. The foil used on these is dull, especially compared to the 50 and 100 denominations of the gum tab issued *Play Coins*. These were also produced in specific combinations and Topps’ own ad copy shows 72 as the set total for this final release:

<u>Denomination</u>	<u>Finish</u>
25	Bronze ( <i>aka Copper</i> )
50	Silver
100	Gold

A master set of *Play Coins* could theoretically total at least 288 (120 initial coins, 24 yellow, 72 “all color” variations of the 1,5,10 and 25 denominations and 72 “metal” coins). If the 50 and 100 coins from the plastic release were also “mixed and matched” then an even higher total could result. The checklist potentially shows more combinations than could exist but the “basic master” set can be construed three different ways:

1949 Release-120 coins

1950 Release-144 of which 24 were new yellow coins

Metallized-72 coins

If you take only the main color/denomination combinations, that would yield 216 coins. There could be far more if all denominations were “minted” in all colors.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, Bill Christensen, Author’s Research)

## PLAY COINS OF THE WORLD CHECKLIST

NUMBER	COUNTRY	CURRENCY	1	5	10	25	50	100	YELLOW	GREEN	BLUE	RED	BRONZE	SILVER	GOLD
	NO # ARGENTINA	PESO													
	NO # BELGIUM	FRANC													
	NO # BRAZIL	REIS													
	NO # CANADA	CENT													
	NO # CHINA	YUAN													
	NO # CUBA	PESO													
	NO # EGYPT	PIASTRE													
	NO # ENGLAND	SHILLING													
	NO # FINLAND	MARKKA													
	NO # FRANCE	FRANC													
	NO # GREECE	DRACHMA													
	NO # HOLLAND	GUILDER													
	NO # INDIA	RUPEE													
	NO # IRAN	RIAL													
	NO # ISRAEL	PIASTRE													
	NO # ITALY	LIRA													
	NO # JAPAN	YEN													
	NO # MEXICO	PESO													
	NO # NORWAY	KRONE													
	NO # PERU	CENTARO													
	NO # RUSSIA	RUBLE													
	NO # SPAIN	CENTIMO													
	NO # SWEDEN	KRONE													
	NO # TURKEY	KURUS													

### PRICING

COMMON	2
SET (144 PLASTIC)	275
SET (72 METALLIC)	125
ONE CENT WRAPPER	75
ONE CENT PACK	100
TEN CENT POLY BAG PACK	SPEC.
CELLO RIBBON UNOPENED (7)	SPEC.
LOLLIPOP BOX (FULL)	75
LOLLIPOP BOX (EMPTY)	150



## RAILS & SAILS

Issued As: Rails & Sails

ACC #: R714-17

Issue Date: 1955

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

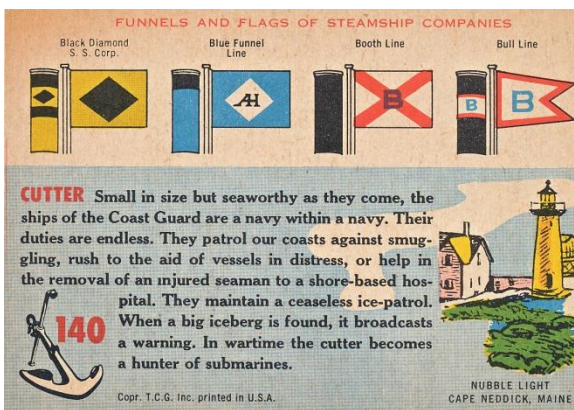
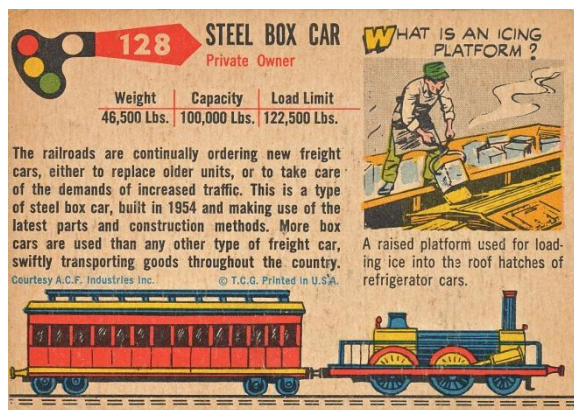
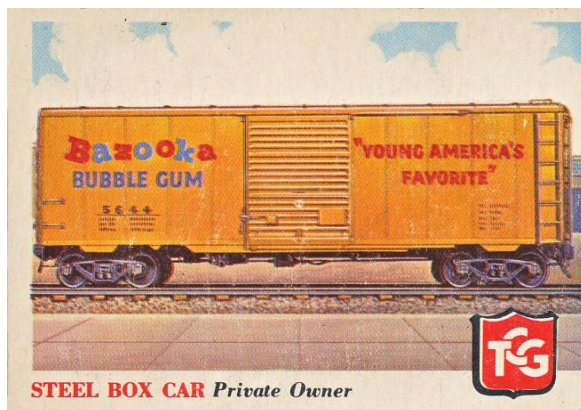
Packaging: 1 cent, 5 cent, 10 cent clear cellophane

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 200

Number of Series: 2?

Sheet Size: 110/220



1955's *Rails & Sails* has a split personality. This gorgeous, well executed set is the pinnacle of Topps card design in the mid 50's. Featuring 130 cards of train cars and locomotives and another 70 of sailing and powered vessels which were probably designed originally as two distinct sets, *Rails & Sails* illustrates how all things were not created equally by Topps.

The most obvious thing in this set is the differing looks of the cards. *Rails* cards have illustrations of train cars and a white border on all four sides with some basic descriptive items while the *Sails* cards have full bleed borders all around and resemble oil paintings with basic titles and subtitles shown. They also use completely different fonts than the *Rails* cards.

The backs are also quite different from each other. *Rails* cards have a clever design with the card number featured in a railroad signal, a paragraph of descriptive text and a quiz all sitting above a colorful illustration of train cars (usually two) on a railroad track. *Sails* reverses have a string of four colorful flags atop a predominantly battleship gray color block containing a paragraph of text with a sea anchor motif for the card number and either a postage stamp sized illustration of a light house or a "Sea Myth". The

gray color block is full bleed to the bottom and either side, up to the point where a neutral tone takes over. The full bleed bottoms on these mean they were printed in consecutive rows that alternate between right-side-up and upside-down.

While *Rails* cards are consecutively numbered from #1-130 and *Sails* cards from #131-200, they were probably not issued in two consecutively numbered series of 100. This can be determined by the fact two consecutive but disconnected runs that total one batch of 100 cards are much harder to find than the other batch of 100, although the exact order of issue remains unclear. There is also a difference in the use of all capital letters for the railroad cards spanning #81-130, where the cards from #1-80 also use lower case. Not to be outdone, the lettering on the run spanning #151-200 for the ships uses a white outline around the lettering of the vessel identification, on cards #131-150 there is no outline used.

Some *Rails* cards carry a line stating "Courtesy of A.C.F. Industries, Inc." This company started out as the American Car & Foundry Company in 1899 and built many of the train cars depicted in the set. They changed their name to A.C.F. Industries in 1955. Amusingly, card #128 features a boxcar with the *Bazooka* logo and a TCG shield on the graphic. The *Sails* cards look to be taken from a series of paintings. Their tone is somewhat dull and muted, although there is a good amount of color on the cards.

The easier of the two runs represent the first series and stretches from #1-80 and #131-150, or 80 *Rails* and 20 *Sails* cards. There should be ten double prints as well; these are unidentified in all references and of little consequence as so many cards were produced. The second series is at least twice as difficult and has cards #81-130 (*Rails*) and #151-200 (*Sails*) to finish off the set.

There are two other sets that grew out of the main *Rails & Sails* issue; three if you count a UK release in the late 50's that featured 72 locomotives. A stamp sheet was produced that shows 31 full fronts (one is missing) and another 22 partials (one a mere snippet of a corner), of which 29 were *Rails* (16 complete) and 23 *Sails* (15 complete with one is missing from the sheet where #131 "War Galley" resides based upon the existing array). Unlike the regular press sheets of cards, the stamp sheet has a narrow gutter separating the *Rails* cards from the *Sails* cards. The *Rails* stamps range intermittently from #33-73, including partials, while the *Sails* go from #131-150, partials included, with no gaps save for the missing card #131).

There was also a release of 100 Doeskin Tissue cards that feature the images from the tougher #81-130 (*Rails*) and #151-200 (*Sails*) cards along with another 100 cards from the 1952 *Wings* set, all horizontally oriented and the same height as the originals but with wider side borders due to an increased length. These were designed to fit inside a personal tissue pack as the stiffener and are much harder to find than the regular issue Topps cards. These tissue pack cards do not have the traditional TCG copyright on the reverse, which is taken from the originals, but carry a Doeskin copyright instead.

Checklist subjects are taken from the front captions of each card; the back captions can vary greatly from those on the fronts.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, Author's Research)



## RAILS &amp; SAILS CHECKLIST

NUMBER	NAME	DESCRIPTION	STAMPS	DOESKIN
1	LOCOMOTIVE "999"	NEW YORK CENTRAL RR		
2	COVERED HOPPER CAR	PRIVATE OWNER		
3	ELECTRIC LOCOMOTIVE	PENNSYLVANIA RAILROAD		
4	FIRST ELECTRIC TYPE	NEW YORK CENTRAL RR		
5	"DAYLIGHT" STREAMLINER	SOUTHERN PACIFIC RR		
6	CAMELBACK LOCO	CENTRAL RR OF NEW JERSEY		
7	ELECTRIC LOCOMOTIVE	FRENCH NATIONAL RYS.		
8	ELECTRIC LOCOMOTIVE	C.M. St. P. & P. RR		
9	STEEL CABOOSE	CLINCHFIELD RAILROAD		
10	BALLAST DUMP CAR	PRIVATE OWNER		
11	STOCK CAR	MISSOURI PACIFIC RAILROAD		
12	STEAM TURBINE LOCO	PENNSYLVANIA RAILROAD		
13	THREE-DOME TANK CAR	PRIVATE OWNER		
14	WOODEN TANK CAR	PRIVATE OWNER		
15	CHLORINE CONTAINER CAR	PRIVATE OWNER		
16	ENCLOSED CAB LOCO	CANADIAN PACIFIC RR		
17	DEPRESSED CENTER FLAT CAR	PRIVATE OWNER		
18	STEAM LOCO	NEW ZEALAND GOVERNMENT RYS.		
19	TANK LOCOMOTIVE	BRITISH RAILWAYS		
20	STEEL BOX CAR	PENNSYLVANIA RAILROAD		
21	DIESEL LOCO	MINNEAPOLIS & ST. LOUIS RY.		
22	SHARK NOSE DIESEL LOCO	PENNSYLVANIA RR		
23	PCC TROLLEY	MODERN STREAMLINER		
24	"MISSISSIPPI"	NATCHEZ & HAMBURG RAILROAD		
25	"NORTH STAR"	ENGLISH SINGLE WHEELER		
26	DIESEL SWITCHER	NATIONAL RYS. OF MEXICO		
27	ROCK-RAIL LOCO	MT. WASHINGTON RAILWAY		
28	ELECTRIC LOCOMOTIVE	COAL MINING		
29	BALLAST HOPPER CAR	WESTERN PACIFIC RR		
30	"WILLIAM MASON"	BALTIMORE & OHIO RR		
31	WEDGE SNOW PLOW	NEW HAVEN RAILROAD		
32	DIESEL STREAMLINER	UNION PACIFIC RAILROAD		
33	FIRST CONSOLIDATION	2-8-0- LOCOMOTIVE	YES	
34	ROTARY SNOW PLOW	LONG ISLAND RAIL ROAD	YES	
35	INSEPCION ENGINE	LEHIGH VALLEY RAILROAD	YES	
36	DIESEL SWITCHER	MISSOURI PACIFIC RAILROAD		
37	REFRIGERATOR CAR	RAILWAY EXPRESS AGENCY	PARTIAL	
38	PACIFIC TYPE LOCO	PENNSYLVANIA RAILROAD	PARTIAL	
39	STEAM LOCOMOTIVE	CLIMAX-GEARED TYPE	YES	
40	"HOLMAN'S ABSURDITY"	EXPERIMENTAL LOCO	YES	
41	FIRST DIESEL	CENTRAL RAILROAD OF NEW JERSEY		
42	DIESEL SWITCHER	SOUTHERN PACIFIC RAILROAD		
43	WOODEN CABOOSE	MISSOURI KANSAS TEXAS LINES		
44	"MUDDIGGER"	BALTIMORE & OHIO RAILROAD	YES	
45	SWITCHING ENGINE	DIESEL-HYDRAULIC	YES	
46	BIRNEY TROLLEY CAR	SAFETY TYPE	YES	
47	FARNEY LOCOMOTIVE	NEW YORK ELEVATED	YES	
48	BAY-WINDOW CABOOSE	BALTIMORE & OHIO RR		
49	"FIRELESS COOKER"	SWITCHING LOCOMOTIVE		
50	"ROCKET"	ROCK ISLAND RAILROAD		
51	GAS-TURBINE LOCOMOTIVE	UNION PACIFIC RR		
52	DIESEL LOCOMOTIVE	NEW HAVEN RAILROAD		
53	VISTA DOME COACH	BURLINGTON LINES		
54	GAS-ELECTRIC CAR	NEW HAVEN RAILROAD	YES	
55	"YORK"	BALTIMORE & OHIO RAILROAD	YES	
56	"GENERAL"	CIVIL WAR LOCOMOTIVE	YES	
57	STEAM LOCOMOTIVE	GREAT NORTHERN RAILROAD	YES	
58	"LAFAYETTE"	BALTIMORE & OHIO RAILROAD		
59	SAILING CAR	B&O RAILROAD		
60	STEPHENSON'S "ROCKET"	ENGLISH LOCOMOTIVE		
61	STREET CAR	HORSE DRAWN		
62	McKEEN MOTOR CAR	UNION PACIFIC RAILROAD		
63	"EDDY CLOCK"	BOSTON & ALBANY RAILROAD		
64	ONE-DOME TANK CAR	PRIVATE OWNER		
65	CASEY JONES' LOCO	ILLINOIS CENTRAL RR	PARTIAL	

## RAILS &amp; SAILS CHECKLIST

NUMBER	NAME	DESCRIPTION	STAMPS	DOESKIN
66	CABLE CAR	SAN FRANCISCO		
67	LIVE POULTRY CAR	PRIVATE OWNER		
68	DIESEL LOCOMOTIVE	NEW HAVEN RAILROAD	YES	
69	CRAMPTON LOCO	CAMDEN & AMBOY RR	YES	
70	ELECTRIC LOCOMOTIVE	NEW HAVEN RAILROAD		
71	HORSE TREADMILL CAR	BALTIMORE & OHIO RR	YES	
72	8 WHEEL TROLLEY	NEW YORK & QUEENS CO. RY. CO.		
73	WRECKING CRANE	LEHIGH VALLEY RAILROAD	PARTIAL	
74	WOOTTEN CAMELBACK LOCO	READING RR		
75	RAIL DIESEL CAR	BUDD COMPANY		
76	"SANDUSKY"	MAD RIVER & LAKE ERIE RR		
77	OBSERVATION CAR	ROCK ISLAND RAILROAD		
78	FIRST MOGUL	NEW JERSEY RR & TRANSPORT CO.		
79	STOUTBRIDGE	LION STEAM LOCO		
80	STEAM LOCOMOTIVE	SHAY-GEARED TYPE		
81	"SOUTH CAROLINA"	DOUBLE-ENDER TYPE		YES
82	DIESEL LOCO	EGYPTIAN STATE RYS.		YES
83	COMMODORE VANDERBILT	N.Y.C. RR		YES
84	PULPWOOD CAR	LOUISIANA & ARK. RY.		YES
85	1902 "20TH CENTURY"	N.Y. CENTRAL		YES
86	ARTICULATED TYPE	N. & W. RAILROAD		YES
87	EARLY SWITCHER	0-4-0 TYPE		YES
88	ELECTRIC TYPE	GREAT NORTHERN RY.		YES
89	PASSENGER CAR	LACKAWANNA RR		YES
90	INCLINE	MAUCH CHUNK		YES
91	THEATRICAL CAR	PRIVATE OWNER		YES
92	DEMONSTRATION LOCO	STEVENS DESIGN		YES
93	"JOHN BULL"	CAMDEN & AMBOY RR		YES
94	EXPERIMENTAL LOCO	FONTAINE DESIGN		YES
95	0-6-0 SWITCHER	MISSOURI PACIFIC RR		YES
96	DINING CAR	PENNSYLVANIA RAILROAD		YES
97	SUGAR CANE CAR	PLANTATION USE		YES
98	ORE CAR	GREAT NORTHERN RAILWAY		YES
99	AUTOMOBILE BOX CAR	N.Y. CENTRAL		YES
100	PRIVATE CAR	DELAWARE & HUDSON RR		YES
101	"JOSHUA RHODES"	FIRST PORTER LOCO		YES
102	STEAM STREAMLINER	N.Y. CENTRAL RR		YES
103	REFRIGERATOR CAR	RAILWAY EXPRESS		YES
104	THE "HIAWATHA"	C.M. St. P. & P. RR		YES
105	NARROW GAUGE	SANDY RIVER RR		YES
106	"BEST FRIEND"	SOUTH CAROLINA RR		YES
107	THE "PIONEER"	FIRST CHICAGO LOCO		YES
108	SUBWAY TRAIN	NEW YORK CITY		YES
109	ELECTRIC TYPE	ITALIAN STATE RYS.		YES
110	ELECTRIC TYPE	NEW YORK CENTRAL RR		YES
111	STREAMLINED STEAM LOCO	B&O RR		YES
112	0-8-0 SWITCHER	MISSOURI PACIFIC RR		YES
113	CAMEL TYPE	BALTIMORE & OHIO RR		YES
114	"OLD IRONSIDES"	FIRST BALDWIN LOCO		YES
115	GRASSHOPPER TYPE	B&O RR		YES
116	MULTIPLE UNIT TRAIN	N.Y. CENTRAL		YES
117	OPEN END DAY COACH	D.L. & W. RR		YES
118	ELECTRIC TYPE	VIRGINIAN RAILWAY		YES
119	HIGH PRESSURE LOCO	D. & H. RR		YES
120	CAB FORWARD LOCO	SOUTHERN PACIFIC RR		YES
121	ACF TALGO	LIGHTWEIGHT STREAMLINER		YES
122	STEAM LOCOMOTIVE	B.&O. RAILROAD		YES
123	RED ARROW EXPRESS	SWISS RAILWAYS		YES
124	"MONSTER"	CAMDEN & AMBOY RR		YES
125	STEAM STREAMLINER	N. & W. RAILROAD		YES
126	STEAM LOCOMOTIVE	UNION PACIFIC RR		YES
127	SINGLE WHEELER	READING RAILROAD		YES
128	STEEL BOX CAR	PRIVATE OWNER		YES
129	BALDWIN LOCOMOTIVE	4-2-0 TYPE		YES
130	FIRST "ZEPHYR"	BURLINGTON ROUTE		YES

# THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 to 1956

## RAILS & SAILS CHECKLIST

NUMBER	NAME	DESCRIPTION	STAMPS	DOESKIN
131	WAR GALLEY	12TH CENTURY VENETIAN CRAFT	M	
132	WHALE BACK	GREAT LAKES CARGO STEAMER	YES	
133	DESTROYER	UNITED STATES WARSHIP	YES	
134	CARAVEL	16TH CENTURY LIGHT VESSEL	YES	
135	EXPRESS CRUISER	CHRIS CRAFT PLEASURE BOAT	YES	
136	NORWEGIAN LONG SHIP	VIKING RAIDER	YES	
137	SANTA MARIA	15TH CENTURY CARRACK	PARTIAL	
138	FISHING VESSEL	JAVA SEA, INTER-ISLAND	YES	
139	SKAFFIE	SCOTTISH FISHING BOAT	YES	
140	U.S.C.G.C. COMANCHE	COAST GUARD CUTTER	PARTIAL	
141	CANAL BOAT	ERIE RIVER VESSEL	YES	
142	CHARLES H. WEST	MISSISSIPPI STERN WHEELER	YES	
143	INDIAN CANOE	BIRCH BARK, AMERICAN	YES	
144	FLAT BOAT	EARLY WESTERN CARGO CARRIER	YES	
145	ANNE MORGAN	NEW YORK HARBOR TUG BOAT	YES	
146	EAST INDIAMAN	ENGLISH MERCHANT SHIP	PARTIAL	
147	SHOW BOAT	MISSISSIPPI RIVER STEAMER	PARTIAL	
148	HERRING DRIFTER	ENGLISH FISHING BOAT	YES	
149	FISHING JUNK	MODERN CHINESE FISHING VESSEL	YES	
150	OUTRIGGER CANOE	MALAY TRADING BOAT	YES	
151	FERRY BOAT	DOUBLE ENDED NEW YORK HARBOR		YES
152	QUEEN ELIZABETH	LUXURY LINER		YES
153	FISHING CRUISER	PLEASURE POWER BOAT		YES
154	SUBMARINE	U.S. NAVY		YES
155	OYSTER BOAT	CHESAPEAKE BAY FISHING BOAT		YES
156	GREEK WAR SHIP	ANCIENT FIGHTING GALLEY		YES
157	NET TENDER	U.S. NAVY		YES
158	DUTCH BOTTER	ZUIDERZEE SAILING CRAFT		YES
159	ORE CARRIER	GREAT LAKES FREIGHTER		YES
160	TRAWLER	BRITISH STEAM POWERED FISHERMAN		YES
161	FREIGHTER	GENERAL CARGO CARRIER		YES
162	EGYPTIAN SHIP	OARED MERCHANTMAN		YES
163	ENGLISH HOY	18TH CENTURY WORK BOAT		YES
164	CATAMARAN	AMERICAN DESIGN		YES
165	TRAMP STEAMER	STEAM MERCHANTMAN		YES
166	SUB-CHASER	U.S. NAVY		YES
167	LIGHT SHIP	DANISH COAST GUARD		YES
168	SURF BOAT	U.S. COAST GUARD		YES
169	OIL TANKER	SEAGOING GAS STATION		YES
170	STEAM PACKET	EARLY STEAMSHIP		YES
171	BRIGANTINE	EARLY SAILING VESSEL		YES
172	S.S. UNITED STATES	PASSENGER LINER		YES
173	HAWAIIAN LINER	LUXURY CRUISE SHIP		YES
174	TORPEDO BOAT	U.S. NAVY PATROL SHIP		YES
175	MISS LIBERTY	SIGHTSEEING BOAT		YES
176	GLOUCESTERMAN	FISHING SCHOONER		YES
177	RACING BOAT	"SLO-MO-SHON IV"		YES
178	CRUISER	U.S. NAVY		YES
179	CRASH BOAT	AIR FORCE RESCUE LAUNCH		YES
180	U.S.S. INDIANA	U.S. NAVY 1894		YES
181	TUNA CLIPPER	AMERICAN FISHING BOAT		YES
182	HARBOR DREDGE	WORK BARGE		YES
183	SPEED BOAT	"BLUE BIRD II" CUSTOM BUILT		YES
184	CONSTITUTION	REVOLUTIONARY WARSHIP		YES
185	WHALE SHIP	FLOATING FACTORY		YES
186	SALVAGE TUG	ROYAL BRITISH NAVY		YES
187	FIRE BOAT	NEW YORK CITY		YES
188	S.S. CARONIA	PASSENGER LINER		YES
189	LANDING SHIP	U.S. NAVY		YES
190	U.S.S. MISSOURI	U.S. NAVY		YES
191	HASTINGS LUGGER	BRITISH FISHERMAN		YES
192	SHRIMP BOAT	FISH TRAWLER		YES
193	MINESWEEPER	U.S. NAVY		YES
194	COBLE	ENGLISH OFFSHORE WORK BOAT		YES
195	GREAT EASTERN	CABLE SHIP		YES
196	ROMAN TRIREME	WAR VESSEL		YES
197	ENGLISH WARSHIP	MEDIEVAL FIGHTING CRAFT		YES
198	TOW BOAT	TENNESSEE RIVER BARGE		YES
199	HOSPITAL SHIP	U.S. NAVY		YES
200	FLAT TOP	U.S. NAVY AIRCRAFT CARRIER		YES

### PRICING

1	LOCOMOTIVE "999"	4
200	FLAT TOP	40
	COMMON (1-80, 131-150)	2
	COMMON (81-130, 151-200)	15
	SET (200)	1800
	ONE CENT WRAPPER	40
	FIVE CENT WRAPPER	25
	TEN CENT WRAPPER	N/A
	ONE CENT PACK	200
	FIVE CENT PACK	100
	TEN CENT PACK	300
	ONE CENT BOX (EMPTY)	150
	FIVE CENT BOX (EMPTY)	150
	TEN CENT BOX (EMPTY)	SPEC.

## RAILS & SAILS STAMPS

Not Distributed

ACC #: None Assigned

Issue Date: 1955

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

Base Set Size: 32 (31 confirmed, plus partial stamps)

Sheet Size: Indeterminate

NO IMAGE AVAILABLE

In 1955 Topps released classic non-sports set of 200 cards called *Rails & Sails*. Then, mirroring what they did with some subjects in their baseball set the same year, a stamp sheet was produced that had 31 full fronts (one is missing) and another 22 partials (one a mere snippet of a corner), of which 29 were *Rails* (16 complete) and 23 *Sails* (15 complete with one is missing from the sheet, which should be #131 "War Galley" based upon the existing array).

Unlike the regular press sheets of cards, the stamp sheet has a narrow gutter separating the *Rails* cards from the *Sails* cards. The *Rails* stamps range intermittently from #33-73, including partials, while the *Sails* go from #131-150, partials included, with no gaps save the missing #131). The source of these stamps is unknown but they likely came from the files of Woody Gelman. It is highly probable each stamp is one-of-a-kind. The uncut sheet schematic shows how the stamps were all taken from one section each of a *Rails* and *Sails* sheet (gray cells represent upside down stamps):

	1	2	3	4	5	6
A	P	Partial	Partial	Partial	Partial	Partial
B	P	68 DIESEL LOCOMOTIVE	39 STEAM LOCOMOTIVE	46 BIRNEY TROLLEY CAR	54 GAS ELECTRIC CAR	37 REFR. CAR (Partial)
C	P	55 "YORK"	56 "GENERAL"	45 SWITCHING ENGINE	47 FANCY LOCOMOTIVE	73 WR. CRANE (Partial)
D	P	44 "MUDDIGGER"	33 FLEET CONSOLIDATION	35 INSPECTION ENGINE	69 CRAMPTON LOCO	38 PAC. TY. L. (Partial)
E	P	57 STEAM LOCOMOTIVE	40 "HOLMAN'S ABSURDITY"	34 ROTARY SAW PLOW	71 HORSE TREAD- MILL CAR	65 CASEY JNS (Partial)
F	G	Gutter	Gutter	Gutter	Gutter	Gutter
G	P	145 ANNE MORGAN	148 HERRING DRIFTER	149 FISHING JUNK	150 OUTRIGGER CANOE	146 E. IND'MAN (Partial)
H	P	142 CHARLES H. WEST	141 CANAL BOAT	143 INDIAN CANOE	144 FLAT BOAT	147 SHOW BOAT (Partial)
I	P	132 WHALE BACK	136 NORWEGIAN LONG SHIP	139 SKAFFIE	138 FISHING VESSEL	140 USCGC (Partial)
J	P	135 EXPRESS CRUISER	131 (inferred) WAR GALLEY	134 CARAVEL	133 DESTROYER	137 SANTA MAR. (Partial)

(Sources: Author's Research)

## RAILS & SAILS STAMPS CHECKLIST

NUMBER	NAME	DESCRIPTION	REGULAR SET
NN	FIRST CONSOLIDATION	2-8-0- LOCOMOTIVE	33
NN	ROTARY SNOW PLOW	LONG ISLAND RAIL ROAD	34
NN	INSEPTION ENGINE	LEHIGH VALLEY RAILROAD	35
NN	STEAM LOCOMOTIVE	CLIMAX-GEARED TYPE	39
NN	"HOLMAN'S ABSURDITY"	EXPERIMENTAL LOCO	40
NN	"MUDDIGGER"	BALTIMORE & OHIO RAILROAD	44
NN	SWITCHING ENGINE	DIESEL-HYDRAULIC	45
NN	BIRNEY TROLLEY CAR	SAFETY TYPE	46
NN	FARNEY LOCOMOTIVE	NEW YORK ELEVATED	47
NN	GAS-ELECTRIC CAR	NEW HAVEN RAILROAD	54
NN	"YORK"	BALTIMORE & OHIO RAILROAD	55
NN	"GENERAL"	CIVIL WAR LOCOMOTIVE	56
NN	STEAM LOCOMOTIVE	GREAT NORTHERN RAILROAD	57
NN	DIESEL LOCOMOTIVE	NEW HAVEN RAILROAD	68
NN	CRAMPTON LOCO	CAMDEN & AMBOY RR	69
NN	HORSE TREADMILL CAR	BALTIMORE & OHIO RR	71
NN	WHALE BACK	GREAT LAKES CARGO STEAMER	132
NN	DESTROYER	UNITED STATES WARSHIP	133
NN	CARAVEL	16TH CENTURY LIGHT VESSEL	134
NN	EXPRESS CRUISER	CHRIS CRAFT PLEASURE BOAT	135
NN	NORWEGIAN LONG SHIP	VIKING RAIDER	136
NN	FISHING VESSEL	JAVA SEA INTER-ISLAND	138
NN	SKAFFIE	SCOTTISH FISHING BOAT	139
NN	CANAL BOAT	ERIE RIVER VESSEL	141
NN	CHARLES H. WEST	MISSISSIPPI STERN WHEELER	142
NN	INDIAN CANOE	BIRCH BARK, AMERICAN	143
NN	FLAT BOAT	EARLY WESTERN CARGO CARRIER	144
NN	ANNE MORGAN	NEW YORK HARBOR TUG BOAT	145
NN	HERRING DRIFTER	ENGLISH FISHING BOAT	148
NN	FISHING JUNK	MODERN CHINESE FISHING VESSEL	149
NN	OUTRIGGER CANOE	MALAY TRADING BOAT	150

PRICING IS SPECULATIVE ON ALL EXAMPLES-EX COMMON STAMPS WOULD COMMAND UPWARDS OF \$200

## RINGSIDE

Issued As: Ringside

ACC #: R411

Issue Date: 1951

Size: 2 1/16" x 2 15/16", 52 x 74.5 mm

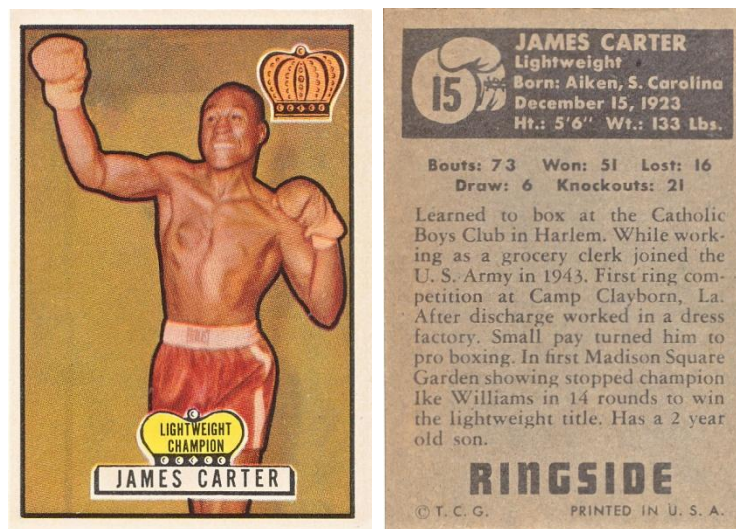
Packaging: 1 cent, 5 cent (in panel form), 10 cent TCG cellophane (with two card panels)

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 96

Number of Series: 2

Sheet Size: Unknown



Dedicated U.S. boxing sets issued with gum were not seen in great numbers in the years following World War 2. A handful of general or assorted subject sets had included some boxers (and wrestlers) before Leaf issued a 49 card set in 1948. Topps surely took note of this and came out with their own Boxing and Wrestling subsets in the first series of *Magic Photo* the same year. However, it would take three more years for *Ringside* to hit the shelves.

Issued in two 48 card series around the time boxing and wrestling were ascendant as staples of early Friday night television programming, *Ringside* had a broad assortment of current day boxers, some past champions and even five wrestlers (six if you count the one tag team) and two referees in its 96 issued cards. Well rendered illustrations of pugilists were set against mostly solid color backgrounds with a small plate and either a laurel (for past champions) or a crown (for current ones) depicting the subject's name and, in some instances, weight class. Card backs had a black box of vital statistics set next to a card number with a boxing glove motif and then a paragraph or so of text below.

By virtue of this being a two series set it would seem Topps had enough success with the issue for it to be followed by another the following year but this did not happen. The second series is often described as being roughly twice as difficult as the first but pricing trends do not bear this out and all cards are available in abundant supply. The key to the set is the first gum card of Rocky Marciano, shown just prior to winning his first title. A handful of cards are condition rarities, likely due to their positioning on the press sheets.

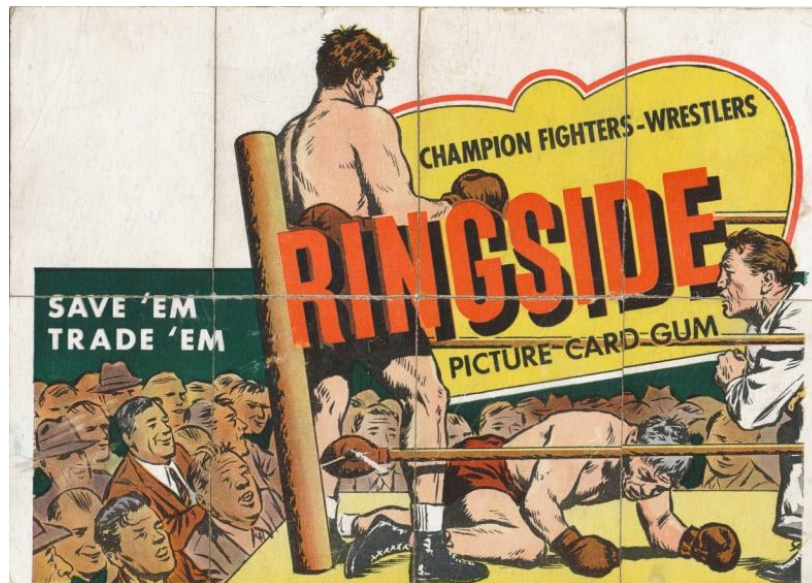
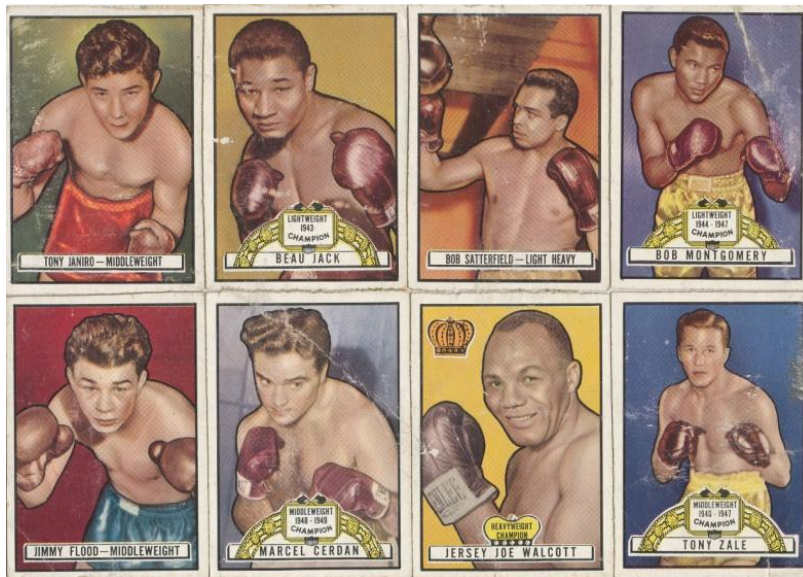
Issued in singles and panels, the latter being available in reasonably good numbers, *Ringside* is a smart looking set. Even smarter looking is an eight card ad panel replicating the box cover artwork and then



some (it is larger), of which at least three different groups of eight were created. These are sometimes referred to as puzzle backs and are quite striking. While other sets of this size and from this era had similar advertising, *Ringside's* is the best known. These can be found as panels or singles today; it is likely the singles were cut up after the fact but that is unconfirmed.

Five cent packs and wrappers, as with other Topps sets of similar issue, are difficult to find today. Trading Card Guild ten cent cellos also held panels and contributed to the large amount of surviving examples known today. There are two Jersey Joe Walcott cards in the set and other boxers appear again on cards depicting two boxers from a specific fight. About the only big names missing are Jack Dempsey and Rocky Graziano. A handful of cards are condition rarities but the subject of short prints is one where there is not 100% agreement among collectors.

(Sources: *America's Great Boxing Cards* by Adam Warshaw, Author's Research)



Advertising Panel, fronts and backs (Author's Collection)

## RINGSIDE CHECKLIST

NUMBER	NAME	DESCRIPTION	
1	GUS LESNEVITCH	LIGHT HEAVY CHAMPION 1941-1948	
2	HENRY ARMSTRONG	WELTERWEIGHT CHAMPION 1938-1939	
3	JAKE LA MOTTA	MIDDLEWEIGHT CHAMPION 1949-1951	
4	JIMMY FLOOD-MIDDLEWEIGHT		
5	MARCEL CERDAN	MIDDLEWEIGHT CHAMPION 1948-1949	
6	JERSEY JOE WALCOTT	HEAVYWEIGHT CHAMPION	
7	GINO BUONVINO-HEAVYWEIGHT		
8	JOEY MAXIM	LIGHT HEAVY CHAMPION	
9	RUDY & EMIL DUSEK		WRESTLING
10	RANDY TURPIN	MIDDLEWEIGHT CHAMPION 1951	
11	MAX BAER	HEAVYWEIGHT CHAMPION 1934	
12	BILLY CONN	LIGHT HEAVY CHAMPION 1939-1941	
13	BILLY SOOSE	MIDDLEWEIGHT CHAMPION 1941	
14	ROLAND LA STARZA-HEAVYWEIGHT		
15	JAMES CARTER	LIGHTWEIGHT CHAMPION	
16	ART ARAGON-LIGHTWEIGHT		
17	GENE STANLEE (MR. AMERICA)		WRESTLING
18	JOHNNY SAXTON-WELTERWEIGHT		
19	DON BUCCERONI-LIGHT HEAVYWEIGHT		
20	JOE BAKSI-HEAVYWEIGHT		
21	TONY JANIRO-MIDDLEWEIGHT		
22	BEAU JACK	LIGHTWEIGHT CHAMPION 1943	
23	BOB SATTERFIELD-LIGHT HEAVY		
24	JAMES J. BRADDOCK	HEAVYWEIGHT CHAMPION 1936-1936	
25	BOB BAKER-HEAVYWEIGHT		
26	JOE MICELI-WELTERWEIGHT		
27	PETEY SCALZO	FEATHERWEIGHT CHAMPION 1938-1941	
28	SAL BARTOLO	FEATHERWEIGHT CHAMPION 1944	
29	SANDY SADDLER	FEATHERWEIGHT CHAMPION	
30	TONY ZALE	MIDDLEWEIGHT CHAMPION 1940-1947	
31	JERSEY JOE WALCOTT	HEAVYWEIGHT CHAMPION	
32	ROCKY MARCIANO-HEAVYWEIGHT		
33	WALTER CARTIER-MIDDLEWEIGHT		
34	RAY ROBINSON VS. MARTY SERVO		
35	CHICO VEJAR-WELTERWEIGHT		
36	VIC TOWEEL	FLYWEIGHT CHAMPION	
37	EUGENE HAIRSTON-WELTERWEIGHT		
38	LAURENT DAUTHUILLE-MIDDLEWEIGHT		
39	BENNY LEONARD	LIGHTWEIGHT CHAMPION 1917-1924	
40	CESAR BRION-HEAVYWEIGHT		
41	FREDDIE "RED" COCHRANE	WELTERWEIGHT CHAMPION 1941-1944	
42	TIGER FLOWERS	MIDDLEWEIGHT CHAMPION 1926	
43	RAY ROBINSON	MIDDLEWEIGHT CHAMPION	
44	TONY ZALE VS. MARCEL CERDAN		
45	BARNEY ROSS	WELTERWEIGHT CHAMPION 1936-1938	
46	RUBY GOLDSTEIN-REFEREE		
47	BOB MONTGOMERY	LIGHTWEIGHT CHAMPION 1944-1947	
48	ROCKY CASTELLANI-MIDDLEWEIGHT		
49	BOB MURPHY-LIGHT HEAVYWEIGHT		
50	LOU AMBERS	LIGHTWEIGHT CHAMPION 1939	
51	JESS WILLARD	HEAVYWEIGHT CHAMPION 1915-1918	
52	LEE SAVOLD-HEAVYWEIGHT		
53	ANTONINO ROCCA		WRESTLING
54	JIM JEFFRIES	HEAVYWEIGHT CHAMPION 1899-1906	
55	BOB FITZSIMMONS	HEAVYWEIGHT CHAMPION 1897-1899	
56	JOE GANS	LIGHTWEIGHT CHAMPION 1901-1908	
57	BERNARD DOCUSEN-WELTERWEIGHT		
58	REX LAYNE-HEAVYWEIGHT		
59	JAMES J. CORBETT	HEAVYWEIGHT CHAMPION 1892-1897	
60	ABE ATTELL	FEATHERWEIGHT CHAMPION 1908-1911	
61	PETE MEAD-MIDDLEWEIGHT		
62	ABE SIMON-HEAVYWEIGHT		
63	TONY CANZONERI	LIGHTWEIGHT CHAMPION 1930-1936	
64	RAY MILLER-REFEREE		

## RINGSIDE CHECKLIST

NUMBER	NAME	DESCRIPTION	
65	FRITZIE PRUDEN-WELTERWEIGHT		
66	LUIS FIRPO-HEAVYWEIGHT		
67	PAUL BERLENBACH	LIGHT HEAVY CHAMPION 1925	
68	STEVE BELLOISE-MIDDLEWEIGHT		
69	JOHN L. SULLIVAN	HEAVYWEIGHT CHAMPION 1882-1892	
70	EDDIE COMPO-FEATHERWEIGHT		
71	TONY PELLONE-WELTERWEIGHT		
72	STANLEY KETCHELL	MIDDLEWEIGHT CHAMPION 1908-1910	
73	KID GAVILAN	WELTERWEIGHT CHAMPION	
74	BILLY GRAHAM-WELTERWEIGHT		
75	KID GAVILAN VS. PADDY YOUNG		
76	BILL BOSSIO-BANTAMWEIGHT		
77	ILIO DI PAOLO		WRESTLING
78	FRITZIE ZIVIC	WELTERWEIGHT CHAMPION 1940	
79	RAY FAMECHON-FEATHERWEIGHT		
80	CARTIER VS. HAIRSTON		
81	FRED BESHORE-HEAVYWEIGHT		
82	JOEY DE JOHN-MIDDLEWEIGHT		
83	FRED APOSTOLI	MIDDLEWEIGHT CHAMPION 1938	
84	CHARLIE FUSARI-WELTERWEIGHT		
85	JOE WALCOTT VS. EZZARD CHARLES		
86	DON EAGLE		WRESTLING
87	TOMMY LOUGHRAN	LIGHT HEAVY CHAMPION 1927-1929	
88	JOE LOUIS	HEAVYWEIGHT CHAMPION 1937-1949	
89	CARLOS CHAVEZ-LIGHTWEIGHT		
90	NICK BARRONE-LIGHT HEAVYWEIGHT		
91	JIMMY HERRING-MIDDLEWEIGHT		
92	AL HOSTAK	MIDDLEWEIGHT CHAMPION 1938	
93	MARTY SERVO	WELTERWEIGHT CHAMPION 1946-1947	
94	PADDY DE MARCO-LIGHTWEIGHT		
95	GENE TUNNEY	HEAVYWEIGHT CHAMPION 1926-1928	
96	EZZARD CHARLES	HEAVYWEIGHT CHAMPION 1949-1951	

### PRICING

1	GUS LESNEVITCH	50
2	HENRY ARMSTRONG	40
6	JERSEY JOE WALCOTT	25
31	JERSEY JOE WALCOTT	25
32	ROCKY MARCIANO	175
49	BOB MURPHY	350
60	ABE ATTELL	25
61	PETE MEAD	75
73	KID GAVILAN	35
87	TOMMY LOUGHRAN	75
88	JOE LOUIS	50
89	CARLOS CHAVEZ	35
91	JIMMY HERRING	25
95	GENE TUNNEY	60
96	EZZARD CHARLES	25
	COMMON	8
	SEMI STAR	15
	COMMON PANEL	75
	STAR PANEL	5X
	AD BACK	4X
	SET (SINGLES)	1400
	SET (PANELS)	SPEC.
	ONE CENT WRAPPER	40
	FIVE CENT WRAPPER	250
	ONE CENT PACK	100
	FIVE CENT PACK	400
	ONE CENT BOX (EMPTY)	750
	FIVE CENT BOX (EMPTY)	1000

## ROUND-UP

Issued As: Western Round-Up

ACC #: R712-3

Issue Date: 1956

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

Packaging: 1 cent, 5 cent, 5 cent paper, 10 cent clear cellophane

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 80

Number of Series: 1

Sheet Size: 110/220



**Round-Up** is believed to be the last of the Giant Size cards issued by Topps. The set purports, in eight stories of ten cards each pertaining to a specific historical figure, to tell true tales of adventure in the Old West. The first card in every grouping is a portrait of the historical figure, with some background detail added. The portraits of Daniel Boone, Jesse James, Geronimo and Kit Carson are taken, with very slight modification, from the ones used in *Look 'N See* while that of Wild Bill Hickok, the only other subject appearing in both sets, appears to be a new drawing.

The cards, which also feature a small caption on the front of the action scenes in addition to a logo-ized version of the subject's name, are quite colorful, although not finely illustrated. A short comic story dominates the reverse. There are purported short prints but the set is available in good supply.

In addition to the standard 1-5-10 cent wrappers, Topps also issued a rare paper wrapper for unknown reasons. The normal nickel wrapper for this set was made with a layered, colored cellophane that was being experimented with by Topps at the time so maybe there were some issues with the packaging of this set that led to the dalliance with paper or they just decided to test wrapper materials.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, Author's Research)

## ROUND-UP CHECKLIST

NUMBER	NAME	CAPTION
1	WILD BILL HICKOK	
2	WILD BILL HICKOK	CHARGE!
3	WILD BILL HICKOK	SLASHING CLAWS
4	WILD BILL HICKOK	WILD BILL STRIKES!
5	WILD BILL HICKOK	QUICK SHOOTING
6	WILD BILL HICKOK	READY TO DRAW
7	WILD BILL HICKOK	FIGHTING FURY
8	WILD BILL HICKOK	POUNDING HOOFES
9	WILD BILL HICKOK	DEADLY MISTAKE
10	WILD BILL HICKOK	THE LAST SHOT
11	CALAMITY JANE	
12	CALAMITY JANE	"DARING RESCUE"
13	CALAMITY JANE	INDIAN ATTACK
14	CALAMITY JANE	SHARPSHOOTING
15	CALAMITY JANE	REACH
16	CALAMITY JANE	HOORAY FOR JANE!
17	CALAMITY JANE	ROUGH RIDING
18	CALAMITY JANE	FIGHTING MAD
19	CALAMITY JANE	QUEEN OF THE WILD WEST
20	CALAMITY JANE	THE LAST RIDE
21	BUFFALO BILL	
22	BUFFALO BILL	BULLSEYE!
23	BUFFALO BILL	RACE WITH DEATH
24	BUFFALO BILL	BUFFALO HUNT
25	BUFFALO BILL	SURPRISE RAID
26	BUFFALO BILL	DARING JUMP
27	BUFFALO BILL	THE ROYAL HUNT
28	BUFFALO BILL	TAKING AIM
29	BUFFALO BILL	ROARING WELCOME
30	BUFFALO BILL	FRONTIER FUN
31	WYATT EARP	
32	WYATT EARP	PUT DOWN THAT GUN!
33	WYATT EARP	FLYING FISTS
34	WYATT EARP	SHOWER OF LEAD
35	WYATT EARP	WYATT'S BIG FIGHT
36	WYATT EARP	RUNNING BATTLE
37	WYATT EARP	RUSTLERS
38	WYATT EARP	GUNFIGHT
39	WYATT EARP	THE SHOWDOWN
40	WYATT EARP	LEAPING FURY

NUMBER	NAME	CAPTION
41	DANIEL BOONE	
42	DANIEL BOONE	CAPTURED!
43	DANIEL BOONE	WAGON TRAIL
44	DANIEL BOONE	BEATING 'EM OFF
45	DANIEL BOONE	POW-WOW
46	DANIEL BOONE	FLASHING KNIVES
47	DANIEL BOONE	DANGEROUS MISSION
48	DANIEL BOONE	STORMING THE WALLS
49	DANIEL BOONE	LANDSLIDE!
50	DANIEL BOONE	FRONTIER JUSTICE
51	JESSE JAMES	
52	JESSE JAMES	CRUEL BEATING
53	JESSE JAMES	THE RAID
54	JESSE JAMES	CROSSFIRE
55	JESSE JAMES	THE HOLDUP
56	JESSE JAMES	TRAPPED
57	JESSE JAMES	DARING ROBBERY
58	JESSE JAMES	THE BLAST
59	JESSE JAMES	FIGHT FOR LIFE
60	JESSE JAMES	SNEAK ATTACK
61	GERONIMO	
62	GERONIMO	MASSACRE!
63	GERONIMO	WALL OF FLAME
64	GERONIMO	DOUBLE CROSSED!
65	GERONIMO	ESCAPE
66	GERONIMO	REVENGE
67	GERONIMO	NIGHT RIDERS
68	GERONIMO	FLAMING TERROR
69	GERONIMO	PEACE TALK
70	GERONIMO	FAST ACTION
71	KIT CARSON	
72	KIT CARSON	BREAKING BRONCOS
73	KIT CARSON	AMBUSH!
74	KIT CARSON	GUN DUEL
75	KIT CARSON	PERFECT SHOT
76	KIT CARSON	THE CHASE
77	KIT CARSON	INDEPENDENCE DAY
78	KIT CARSON	SURROUNDED!
79	KIT CARSON	KIT'S GAMBLE
80	KIT CARSON	INDIAN WAR

### PRICING

COMMON	2
PORTRAIT CARDS	10
BASE SET (80)	175
ONE CENT WRAPPER	25
FIVE CENT WRAPPER (CELLO)	40
FIVE CENT WRAPPER (PAPER)	SPEC.
ONE CENT PACK	35
FIVE CENT PACK (CELLO)	60
FIVE CENT PACK (PAPER)	SPEC.
TEN CENT PACK (TCG)	100
ONE CENT BOX (EMPTY)	250
FIVE CENT BOX (EMPTY)	250



## SCOOP

Issued As: Scoop

ACC #: R714-19

Issue Date: 1954

Size: 2 1/16" x 2 15/16", 52 x 74.5 mm

Packaging: 1 cent, 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 156

Number of Series: 2

Sheet Size: 156?



At first glance *Scoop* is one of the stranger offerings from Topps from the 1950's. It's the last set in a size first introduced with *Ringside* in 1951 and also used for three sets issued in panels, but like *Look 'N See* it is not a panelized issue. It was issued in the midst of the tussles with Bowman and the battle of Giant Size cards and would seemingly have benefitted from larger dimensions but its cards also came with most of their fronts obscured by two wide, black scratch off bars, which added to the production costs. This last element was integral to the gimmick of the set, which was "Scratch It-Peel It-See It Now!" and advertised as a "magic headline". This is key as it shows how the set clearly was inspired by "Walter Cronkite's TV series "See It Now", which was airing on CBS television at the time and featured Uncle Walter "reporting" on various historical events.

Once scratched there is a colorful scene accompanied by a headline, which was printed askew on the front and which tied in with the backs, which featured mock newspaper front pages covering the historic event shown on the obverse. A small black and white illustrated picture or photo also appeared in the middle of the newspaper page on the reverse and there was a teaser for the next card in the series as well, printed in a black bar below the "front page". For the most part, the names and logos of the newspapers are those of actual papers but the stories are pure Topps fabrications.

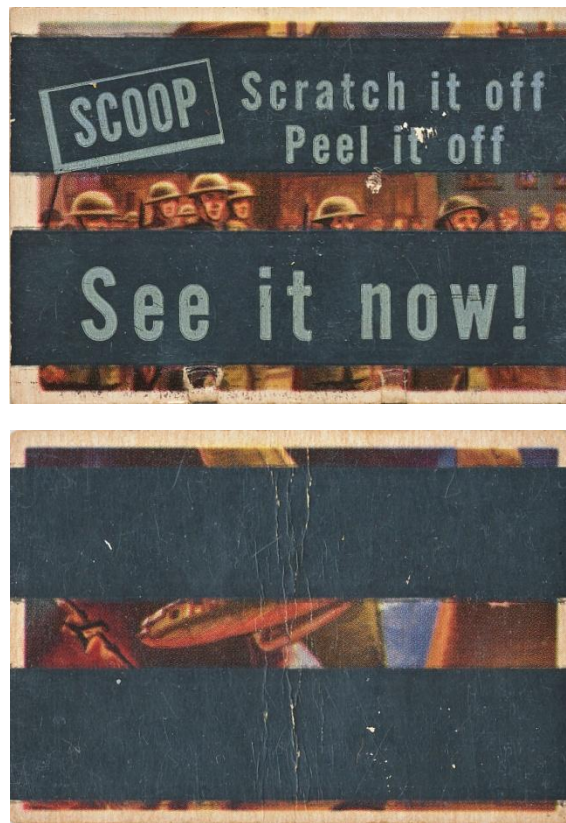
The set features well done but not expertly rendered illustrations, which can be quite lurid. The scratch off bars had, on some examples, the set's tagline (with an added logo for the set) printed atop them in white, although many more were just blank. It is thought by some the printed version of the bars came on cards from penny packs and the top card in the nickel packs but this is unconfirmed. Many cards were also issued without any coatings whatsoever. "Scratched" cards can display remnants of the bands, which at this date have fused with the cardboard and cannot be removed by today's hobbyists. Unscratched cards, while a distinct curiosity, are not really collectable.

Two series of 78 cards each were issued, so the set clearly saw some success but the last series is a bit tougher than the first. Surviving pieces of uncut sheets show the array was likely 13 x 12, which would mean there were no short prints in either series. This size, an increase from the 11 x 11 array used for other cards of these dimensions, may be related to an equipment upgrade by Lord Baltimore Printing. The fonts used for the event and date on the card fronts are slightly thinner on the high numbers.

*Scoop* features a wide array of subjects, including four baseball-themed ones, not to mention four boxing-themed cards, including one of Jack Dempsey, who was glaringly absent from *Ringside*. While these are popular and expensive cards, especially the ones of Dempsey and Babe Ruth, the highest valued card belongs to the golfer Ben Hogan. There is a heavy reliance in the first series upon war related events, no surprise given the times. The most recent event depicted is second series card of a jet breaking the speed record on November 20, 1953 (Card #139). This supersedes a similar subject in the first series dated October 29, 1953 and pegs the “locking in” of the first series between the two dates described. The earliest date shown is February 4, 1184 B.C., which is a bit fanciful in terms of precision but shows Troy falling to the Greeks.

The cards seem to tone a bit more on the back than the typical Topps issues of the time. Whether a different cardboard stock than the usual was required due to the black banding is unknown.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, Author's Research)



Unscratched cards came with or without the set's motto printed on them (Author's Collection)



## SCOOP CHECKLIST

NUMBER	EVENT	DATE
1	SAN FRANCISCO EARTHQUAKE	APRIL 18, 1906
2	FIRE SWEEPS CHIVAGO	OCTOBER 8, 1871
3	LINDBERGH FLIES ATLANTIC	MAY 21, 1927
4	BATTLESHIP MAINE BLOWN UP	FEBRUARY 15, 1898
5	LIUSITANIA SINKS	MAY 7, 1915
6	LINCOLN SHOT	APRIL 14, 1865
7	MONITOR BATTLES MERRIMAC	MARCH 9, 1862
8	ALAMO FALLS	MARCH 6, 1836
9	GARFIELD SHOT	JULY 2, 1881
10	PANAMA CANAL OPENED	AUGUST 15, 1914
11	STATUE OF LIBERTY UNVEILED	OCTOBER 28, 1886
12	FIRST ATOM BOMB DROPPED	AUGUST 6, 1945
13	VICTORY FOR ROUGH RIDERS	JULY 1, 1898
14	PRESIDENT MCKINLEY SHOT	SEPTEMBER 6, 1901
15	FIRST AIRPLANE FLIGHT	DECEMBER 17, 1903
16	D-DAY LANDING ON NORMANDY	JUNE 6, 1944
17	S.S. TITANIC SINKS	APRIL 15, 1932
18	WORLD WAR I DECLARED	AUGUST 2, 1914
19	PEARL HARBOR ATTACKED	DECEMBER 7, 1941
20	DIRIGIBLE HINDENBURG BURNS	MAY 6, 1937
21	U.S. TROOPS REACH FRANCE	JUNE 26, 1917
22	UNITED NATIONS BORN	JUNE 26, 1945
23	WAR IN KOREA	JUNE 25, 1950
24	RETREAT FROM DUNKIRK	MAY 26, 1940
25	KING EDWARD ABDICATES	DECEMBER 11, 1936
26	ATLANTIC CHARTER DRAFTED	AUGUST 14, 1941
27	BOB FELLER STRIKEOUT KING	OCTOBER 2, 1938
28	BOSTON TEA PARTY	DECEMBER 16, 1773
29	BATTLE OF BRITAIN	SEPTEMBER 15, 1940
30	LANDINGS ON NORTH AFRICA	NOVEMBER 8, 1942
31	ROOSEVELT WINS 4TH TERM	NOVEMBER 7, 1944
32	WORLD WAR II BEGINS	SEPTEMBER 1, 1939
33	MacARTHUR RETURNS	OCTOBER 20, 1944
34	DOOLITTLE BOMBS TOKYO	APRIL 18, 1942
35	GOLD DISCOVERED	JANUARY 24, 1848
36	MARINES LAND AT IWO JIMA	FEBRUARY 19, 1945
37	JOHN BROWN'S RAID	OCTOBER 16, 1859
38	OKLAHOMA LAND RUSH	APRIL 22, 1889
39	DEMPSEY DEFEATS WILLARD	JULY 4, 1919
40	JOE LOUIS NEW CHAMP	JUNE 27, 1937
41	BABE RUTH SETS RECORD	SEPTEMBER 30, 1927
42	MASSACRE IN CHICAGO	FEBRUARY 14, 1929
43	NORMANDIE CAPSIZES	FEBRUARY 9, 1942
44	EAST MEETS WEST	MAY 10, 1869
45	CUSTER'S LAST STAND	JUNE 25, 1876
46	PONY EXPRESS STARTS	APRIL 3, 1860
47	ARMISTICE SIGNED	NOVEMBER 11, 1918
48	BLIZZARD SWEEPS NEW YORK	MARCH 11, 1888
49	BLACK TOM EXPLODES	JULY 30, 1916
50	FULTON'S STEAMBOAT	AUGUST 17, 1807
51	WASHINGTON INAUGURATED	APRIL 30, 1789
52	QUEEN ELIZABETH II CROWNED	JUNE 2, 1953
53	GANDHI MURDERED	JANUARY 30, 1948
54	STOCK MARKET CRASHES	OCTOBER 29, 1929
55	PEARY DISCOVERS NORTH POLE	APRIL 6, 1909
56	BYRD REACHES SOUTH POLE	NOVEMBER 28, 1929
57	VICTORY IN EUROPE	MAY 7, 1945
58	JAPANESE SURRENDER	SEPTEMBER 2, 1945
59	BIG 3 MEET AT YALTA	FEBRUARY 11, 1945
60	ACROBAT CROSSES NIAGARA	SEPTEMBER 14, 1860
61	BERLIN AIRLIFT BEGINS	APRIL 1, 1948
62	BANDITS ROB BRINK'S	JANUARY 14, 1950

## SCOOP CHECKLIST

NUMBER	EVENT	DATE
63	MORRO CASTLE BURNS	SEPTEMBER 8, 1934
64	QUINTUPLETS BORN	MAY 28, 1934
65	MARCIANO K.O.'S WALCOTT	SEPTEMBER 23, 1952
66	JET BREAKS SPEED RECORD	OCTOBER 29, 1953
67	KOREA TRUCE SIGNED	JULY 27, 1953
68	JET PASSES SOUND BARRIER	OCTOBER 14, 1947
69	PICCARD DESCENDS 2 MILES UNDER SEA	SEPTEMBER 30, 1953
70	MT. EVEREST CLIMBED	MAY 28, 1953
71	JOHN L. SULLIVAN DEFEATED	SEPTEMBER 7, 1892
72	EDERLE SWIMS CHANNEL	AUGUST 16, 1926
73	JOHNSTOWN FLOODED	MAY 31, 1889
74	MUSSOLINI DEAD	APRIL 27, 1945
75	DILLINGER SHOT	JULY 22, 1934
76	BROOKLYN BRIDGE OPENED	MAY 24, 1883
77	HURRICANE IN FLORIDA	SEPTEMBER 19, 1947
78	WAR WITH MEXICO	MAY 13, 1946
79	BRITISH LOSE AT NEW ORLEANS	JANUARY 8, 1815
80	NATHAN HALE HANGED	SEPTEMBER 22, 1776
81	JOHN PAUL JONES WINS NAVAL BATTLE	SEPTEMBER 24, 1779
82	HAMILTON SHOT IN DUEL	JULY 11, 1804
83	BATTLE OF MANILA BAY	MAY 1, 1898
84	CHIEF RED CLOUD DEFEATED	AUGUST 2, 1867
85	JESSE JAMES ROBS TRAIN	JULY 21, 1873
86	INDIANS DEFEAT GEN. CROOK	JUNE 17, 1876
87	JOAN OF ARC BURNED	MAY 30, 1431
88	TROY FALLS TO GREEKS	FEB. 4, 1184 B.C.
89	ROME BURNED	SEPTEMBER 13, 64 A.D.
90	COLUMBUS DISCOVERS AMERICA	OCTOBER 12, 1492
91	POMPEII DESTROYED	JUNE 28, 79 A.D.
92	U.S. NAVY BATTLES PIRATES	FEBRUARY 16, 1804
93	UNITED STATES GETS FLAG	JUNE 14, 1777
94	LEWIS & CLARK REACH PACIFIC	NOVEMBER 7, 1805
95	CHIEF SITTING BULL KILLED	DECEMBER 15, 1890
96	GERONIMO SURRENDERS	SEPTEMBER 3, 1886
97	CAPTAIN KIDD HANGED	MAY 24, 1701
98	WITCH-HUNTS IN SALEM	SEPTEMBER 22, 1692
99	FORT SUMTER SURRENDERS	APRIL 13, 1861
100	BATTLE OF TIPPECANOE	NOVEMBER 7, 1811
101	PERRY OPENS DOOR TO JAPAN	JUNE 13, 1854
102	STANLEY FINDS LIVINGSTON	NOVEMBER 10, 1871
103	MAGELLAN'S SHIP CIRCLES WORLD	SEPTEMBER 16, 1522
104	U.S.S. PANAY SUNK	DECEMBER 12, 1937
105	PILGRIMS LAND AT PLYMOUTH	DECEMBER 26, 1620
106	BRIDGE CRASHES	NOVEMBER 7, 1940
107	CIRCUS BLAZE	JULY 6, 1944
108	SKYSCRAPER CRASH	JULY 28, 1945
109	BIKINI A-BOMB TEST	JUNE 30, 1946
110	NOTRE DAME'S 4 HORSEMEN	NOVEMBER 17, 1923
111	DECLARATION OF INDEPENDENCE	JULY 4, 1776
112	GEN. BRADDOCK DEFEATED	JULY 9, 1755
113	SPANISH ARMADA DEFEATED	JULY 29, 1588
114	SUEZ CANAL OPENED	NOVEMBER 17, 1869
115	NAPOLEON LOSES AT WATERLOO	JUNE 18, 1915
116	DAIMLER TESTS FIRST AUTO	NOVEMBER 10, 1886
117	FLAGPOLE SITTING RECORD SET	JULY 20, 1930
118	JULIUS CAESAR ASSASINATED	MARCH 15, 44 B.C.
119	PLAGUE SWEEPS LONDON	MAY 8, 1665
120	MUTINY ON THE BOUNTY	APRIL 28, 1789
121	WEST POINT TRAINS CADETS	APRIL 29, 1812
122	"WILD BILL" HICKOK SHOT	AUGUST 5, 1876
123	BOY SCOUTS ORGANIZED	FEBRUARY 8, 1910
124	TOP NAZIS TO HANG	SEPTEMBER 30, 1946

## SCOOP CHECKLIST

NUMBER	EVENT	DATE
125	NEW STATE OF ISREAL	MAY 14, 1948
126	CARLSEN QUILTS SINKING SHIP	JANUARY 10, 1952
127	FLYING SAUCERS	JULY 29, 1952
128	JESSE OWENS RACES HORSE	DECEMBER 26, 1936
129	BEN HOGAN NEW GOLF KING	JULY 10, 1952
130	BRAVES GO TO MILWAUKEE	MARCH 18, 1953
131	CORRIGAN FLIES WRONG WAY	JULY 17, 1938
132	EISENHOWER ELECTED	NOVEMBER 4, 1952
133	ERIE CANAL OPENED	OCTOBER 26, 1825
134	FIRST BALLOON FLIGHT	JUNE 5, 1783
135	FLOOD KILLS HUNDREDS	MAY 18, 1927
136	FRANKLIN D. ROOSEVELT DIES	APRIL 12, 1945
137	NEW YORK WORLD'S FAIR	APRIL 30, 1939
138	RADAR BEAM REACHES MOON	JANUARY 10, 1946
139	AIR SPEED RECORD SET	NOVEMBER 20, 1953
140	BRITISH BURN WHITE HOUSE	AUGUST 24, 1814
141	CORNWALLIS SURRENDERS	OCTOBER 19, 1781
142	GOLD STORED AT FORT KNOX	JUNE 23, 1938
143	LOUIS XVI GUILLOTINED	JANUARY 21, 1793
144	FRANKLIN'S FAMOUS EXPERIMENT	JUNE 14, 1752
145	BRODIE JUMPS OFF BROOKLYN BRIDGE	JULY 24, 1886
146	"LIBERTY OR DEATH"	MARCH 23, 1775
147	INDIANS SELL MANHATTAN	APRIL 1, 1623
148	U.S. BUYS LOUISIANA	OCTOBER 19, 1803
149	LEIF ERICSON FINDS FINLAND	APRIL 17, 1000 A.D.
150	POCAHONTAS SAVES COLONIST	MARCH 22, 1608
151	UNITED STATES BUYS ALASKA	MARCH 30, 1867
152	SHIP SETS SPEED RECORD	JULY 15, 1952
153	T.V.A. COMPLETED	JULY 16, 1945
154	26-INNING TIE GAME	MAY 1, 1920
155	CHARGE OF THE LIGHT BRIGADE	OCTOBER 25, 1854
156	WORLD'S LARGEST TELESCOPE BUILT	JUNE 3, 1948

### PRICING

1	SAN FRANCISCO EARTHQUAKE	35
27	BOB FELLER STRIKEOUT KING	35
39	DEMPSEY DEFEATS WILLARD	50
40	JOE LOUIS NEW CHAMP	35
41	BABE RUTH SETS RECORD	75
65	MARCIANO K.O.'S WALCOTT	40
71	JOHN L. SULLIVAN DEFEATED	20
110	NOTRE DAME'S 4 HORSEMEN	50
128	JESSE OWENS RACES HORSE	35
129	BEN HOGAN NEW GOLF KING	125
156	WORLD'S LARGEST TELESCOPE BUILT	35
	COMMON (1-78)	3
	COMMON (79-156)	7
	COMMON (UNSCRATCHED)	2X
	POPULAR SUBJECTS	3X
	SET	1200
	ONE CENT WRAPPER	75
	FIVE CENT WRAPPER	60
	ONE CENT PACK	175
	FIVE CENT PACK	300
	ONE CENT BOX (EMPTY)	500
	FIVE CENT BOX (EMPTY)	300

## TARZAN & THE SHE DEVIL

Issued As: Tarzan 3D

ACC #: R714-21

Issue Date: 1953

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

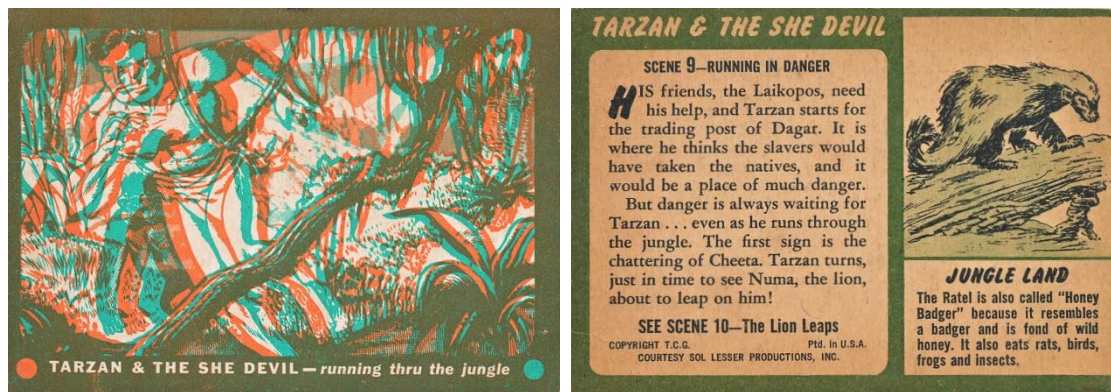
Packaging: 1 cent, 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 60

Number of Series: 1

Sheet Size: 100/200



*Tarzan & The She Devil* was a blatant attempt by Topps to exploit the mushrooming market for 3D movies and comics books in 1953. Released on June 18, 1953, the motion picture of the same name was a simple black & white affair, with no cutting edge technology. Topps created a 60 card set that had a 3D effect on the front of the card instead of the reverse, as would be expected. Comic book artist Joe Kubert was enlisted to create the 3-D layouts, which were quite intricate.

Designed to be viewed with a set of branded 3D glasses that came free alongside the packs, the fronts are illustrated and do not feature scenes from the movie. A red dot and corresponding blue dot appear on either corner along the bottom of the card, along with the set name and brief title of the scene shown. A black border that bleeds to all four edges makes this a difficult set in high grade. Backs are bordered in dark green with the set title across the top, a paragraph of text and a feature called Jungle Land that presents a small illustration and purported fact about life in Africa.

A large find of penny packs and glasses was uncovered well after the original release and as a result wrappers, packs, cards and glasses are fairly easy to find today. The difficulty of viewing the cards without 3D glasses has muted the popularity of the set to a degree. 3D glasses issued in Canada have some text in French on them.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, Jay Lynch, <http://www.nslists.com/tarzshed.htm>, Author's Research)

**TARZAN & THE SHE DEVIL CHECKLIST**

NUMBER	NAME
1	LORD OF THE JUNGLE
2	LEAPING DEATH
3	ARRIVAL AT DAGGER
4	A PLAN IS MADE
5	TARZAN AND HIS MATE
6	UNDER-WATER FUN
7	CHEETA STEALS AN EGG
8	HELP IS NEEDED
9	RUNNING THRU THE JUNGLE
10	THE LION LEAPS
11	LOOKING AT THE SLAVES
12	WAITING TO STRIKE
13	TARZAN ATTACKS
14	FREEDOM THE SLAVES
15	CHEETA JOINS THE FUN
16	RACE FOR SAFETY
17	SURROUNDED BY GUARDS
18	FIGHT WITH A GIANT
19	TARZAN THROWS SELIM
20	OVER THE WALL
21	PRACTICE FOR BATTLE
22	THE SAFARI APPROACHES
23	ROLLING DEATH
24	TARZAN'S ULTIMATUM
25	THE ELEPHANTS APPROACH
26	TREACHERY IS PLANNED
27	THE LAIKOPOS ARE TRAPPED
28	STRUGGLE AGAINST CAPTURE
29	ESCAPE FROM FLAMES
30	THROUGH THE TREES
31	TARZAN FALLS
32	THE ROPES ARE BROKEN
33	CAN JANE BE DEAD?
34	CAPTURED
35	THREAT FROM A SNAKE
36	CARRIED TO SAFETY
37	TARZAN IS WHIPPED
38	MOVING THROUGH THE JUNGLE
39	SLASHING JAWS
40	CHEETA TRIES TO HELP
41	THE STOCKADE IS BUILT
42	THE FAITHFUL FRIEND
43	AFTER FRESH FOOD
44	BULLETS AGAINST TUSKS
45	TREACHERY IS OVERHEARD
46	JANE IS TRAPPED
47	TARZAN IS HELPLESS
48	A SHOT IN TIME
49	TARZAN SEES JANE
50	TARZAN SUBMITS
51	THE GUN IS READY
52	TARZAN'S YELL
53	AN ANSWER FROM THE JUNGLE
54	THE ELEPHANTS CHARGE
55	"INTO THE STOCKADE"
56	JANE MUST BE RESCUED
57	NOT A MINUTE TO LOSE
58	ROCKY PROTECTION
59	THE LAIKOPOS ARE FREE
60	FREE ONCE MORE

**PRICING**

1	LORD OF THE JUNGLE	8
60	FREE ONCE MORE	8
	COMMON	2
	SET	125
	ONE CENT WRAPPER	3
	FIVE CENT WRAPPER	40
	ONE CENT PACK	8
	FIVE CENT PACK	100
	ONE CENT BOX (EMPTY)	125
	FIVE CENT BOX (EMPTY)	200
	3D GLASSES	10

## TARZAN'S SAVAGE FURY

Issued As: Tarzan 3D

ACC #: R714-22

Issue Date: 1954?

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

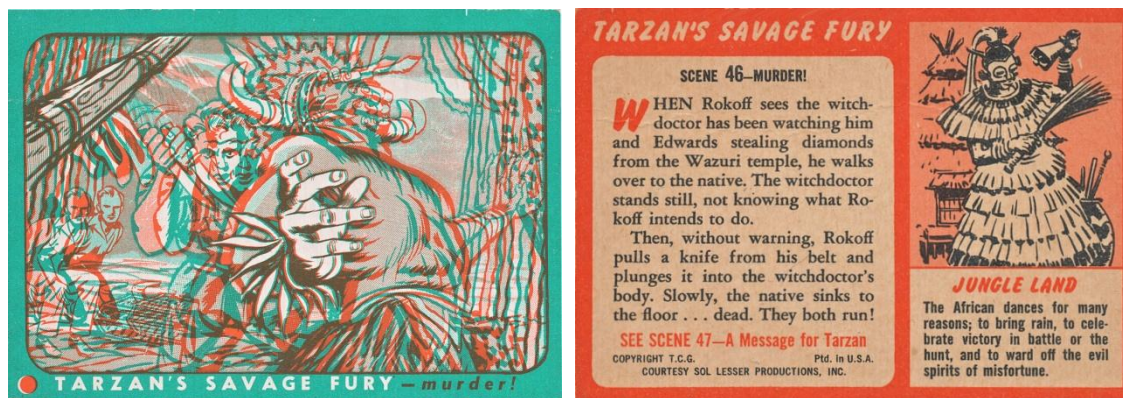
Packaging: 1 cent, 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 60

Number of Series: 1

Sheet Size: 100/200



A virtual clone of *Tarzan & The She Devil*, *Tarzan's Savage Fury* portrayed a movie released on March 14, 1952, or fifteen months prior to the movie portrayed in the first Topps Tarzan release. Many sources cite it as a 1954 issue; it was issued in the same packaging used for *Tarzan & The She Devil*, including the 3D glasses so Topps may have just dashed the entire set off without too much fanfare, hoping to catch what was left of the waning 3-D craze.

Topps once again created a 60 card set with the help of Joe Kubert's layouts that had a 3D effect on the front of the card instead of the reverse. Designed to be viewed with a set of branded 3D glasses that came free alongside the packs, the fronts are illustrated and do not feature scenes from the movie. A red dot and corresponding blue dot appear on either corner along the bottom of the card, along with the set name and brief title of the scene shown. A green border that bleeds to all four edges makes this a difficult set in high grade. Backs are bordered in orange with the set title across the top, a paragraph of text and a feature called Jungle Land that presents a small illustration and purported fact about life in Africa.

A large find of penny packs and glasses from *Tarzan & The She Devil* was uncovered well after the original release and as a result wrappers and glasses are fairly easy to find today. The difficulty of viewing the cards without 3D glasses has muted the popularity of the set to a degree. 3D glasses issued in Canada have some text in French on them. *Tarzan's Savage Fury* cards are more difficult to find than those from *Tarzan & The She Devil*.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, Author's Research)



## TARZAN'S SAVAGE FURY CHECKLIST

NUMBER	NAME
1	JUNGLE MASTER
2	TREACHERY
3	A STRANGE PLAN
4	LIVING BAIT
5	GAPING JAWS
6	TARZAN FIGHTS
7	TARZAN MEETS JOE
8	JUNGLE FRIENDS
9	FOOD NEEDED
10	TERROR-FILLED EYES
11	JUNGLE TRAVEL
12	TARZAN AND JANE
13	IN THE WATER
14	DANGER APPROACHES
15	THE MEETING
16	MAGIC TRICKS
17	MEMORY OF THE PAST
18	JANE'S PLEA
19	ON THE TRAIL
20	BLACK DEATH
21	FACING A RHINO
22	BUILDING A RAFT
23	CROSSING THE RIVER
24	THE HIPPO CHARGES
25	RESCUE
26	MOUNTAIN TERRORS
27	DESERT TORTURE
28	THE WATER HOLE
29	DESERTED VILLAGE
30	THE CANNIBALS
31	CANNIBAL ATTACK
32	A DIRECT HIT
33	TARZAN'S FIGHT
34	THE WAZURI
35	SURROUNDED
36	THE WAZURI VILLAGE
37	THE WITCHDOCTOR
38	THE PRISONERS
39	THE TORTURE MACHINE
40	WAZURI CHIEF
41	TEMPLE OF DIAMONDS
42	TARZAN'S MISSION
43	CHEETA'S DISCOVERY
44	ROKOFF'S MAGIC
45	THIEVES AT WORK
46	MURDER!
47	A MESSAGE FOR TARZAN
48	TARZAN'S OLD HOME
49	INSIDE THE HUT
50	THIEVES' ESCAPE
51	OVER THE CLIFF
52	TARZAN IN DANGER
53	THREAT TO JANE
54	JOE AND THE LIONS
55	HELP FROM A PAL
56	TARZAN'S FURY
57	DEATH FOR A KILLER
58	RACE AGAINST TIME
59	JANE IS SAVED
60	HOMEWARD BOUND

### PRICING

1	JUNGLE MASTER	15
60	HOMEWARD BOUND	15
	COMMON	6
	SET	400
	ONE CENT WRAPPER	3
	FIVE CENT WRAPPER	40
	ONE CENT PACK	15
	FIVE CENT PACK	150
	ONE CENT BOX (EMPTY)	125
	FIVE CENT BOX (EMPTY)	200
	3D GLASSES	10

## TATOO

**Issued As:** Tatoo (1948, 1949 & 1953), Carnival (1949),

**Packaging:** 1 cent, all three years, 10 cent Tourist Pouch with 10 1 cent tabs (1948)

Year	ACC #:	Size	Base Set Size	Manufacturer
1948	R711-7	1 1/8" x 2 3/8", 28.5 x 60.5 mm	~100	Bubbles, Inc.
1949	R711-7	1 1/8" x 2 5/8", 28.5 x 67 mm	~100	Topps Chewing Gum, Inc.
1953	R711-7	1 9/16" x 3 1/2", 39.5 x 89 mm	~150	Topps Chewing Gum, Inc.



*Tatoo* was the first novelty produced by Topps, appearing in the summer of 1948. The original iteration featured their traditional tab sized gum with a crude water activated tattoo on the inside of the paper wrapper. These were sold individually but also came in something called a “Tourist” pouch (as per the name on the retail box), that held ten tabs and was designed to be a party favor or an item perhaps brought home from a carnival as a prize. The pouches were sold in a counter display and it is likely Topps seeded contest forms into each one (which was really just cardboard) that led to Sy Berger’s first defined role at Topps. Sales literature and contemporary articles stated there were 100 subjects in the set; this is a figure that has not been confirmed as it is doubtful anyone has collected a full set and the different tattoos have not been fully checklisted to this day. The issue was credited to Bubbles Inc., similar to what they did with *Bazooka*, to avoid a common identification with *Topps Gum*, which was marketed to adults.

Some original artwork is known as well and has been sold via the Topps Vault. Issued examples from 1948 are the hardest to find but not in high demand due to the lack of an associated movie or TV show and general lack of interest in the ephemeral tattoo issues. An intact tourist pouch would have to be considered a rare item.

All wrappers and unopened packs sold at retail will exhibit a small, jagged tear at or near the middle glue point extending to the top border; this was a Topps production flaw dating back to 1938 and was not caused by opening the wrappers. Wrappers without the tear are likely proofs or salesmen’s samples, as illustrated above. A recent find of nearly 100 1948 Atlas wrappers (leftmost tatoo image above) all without the tear seemingly supports the samples theory. The 1948 wrappers contain written instructions on how to apply the tattoo; it is the only wrapper of three that is dated by copyright as well.

The set must have been a success as Topps reissued it in October of 1949, this time with a Topps credit on the slightly longer wrapper. This version was designed for vending sales as well as in the traditional Topps round counter bin. The binned tabs, which featured wrappers a quarter-inch longer in length than in 1948 and a three paneled series of instructions in graphic form, an element that would remain unchanged on Topps tatoo (and tattoo) wrappers until the end of the penny line in the late 1960's. These graphics are why the wrapper was extended slightly, so as not to crowd it. The little production "rip" in the top border of the wrapper returned as well. These also carried a "Carnival" moniker on the box, similar to the "Parade" them used on the *Flags of the World* set; these types of marketing terms apparently were coined due to Topps' association with the circus and their cooperative advertising in comic books. In keeping with the festive theme, the gum was produced in six different colors, much like they did with *Magic Photo*.

1953 saw a new wrapper size debut in a larger format that essentially was the 1949 version blown up a bit. Topps purportedly added another 50 subjects as well. Wrappers once again are credited to Topps and have the traditional production "rip". Box displays advertised a number of themes: Western, Sports, Comics, Navy, Space, Animals, Army and Circus. The Carnival moniker had disappeared by this time though. The 1953 wrapper size would be used until the end of the one cent tatoo production era in the late 1960's.

American Card Catalog Numbering for this set seemingly incorporates all three issues of *Tatoo*; with the three different designs and sizes, suffixes of a,b and c should have been assigned to the respective sets but this did not happen. A checklist will not be presented for this set and pricing can be broken down into simple categories:

1948 Opened Wrapper: \$20

1949 Opened Wrapper: \$15

1953 Opened Wrapper: \$10

1948 Unopened Pack: \$60

1949 Unopened Pack: \$50

1953 Unopened Pack: \$40

Box (Empty): Speculative (all 3 years)

Tourist Pouch (Empty): Speculative

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, Author's Research)



Typical Example of a *Tattoo* with production rip at top (Author's Collection)

## U.S. PRESIDENTS

Issued As: U.S. Presidents

ACC #: R714-23

Issue Date: 1956

Size: 2 1/2" x 3 3/4", 63.5 x 95.5 mm

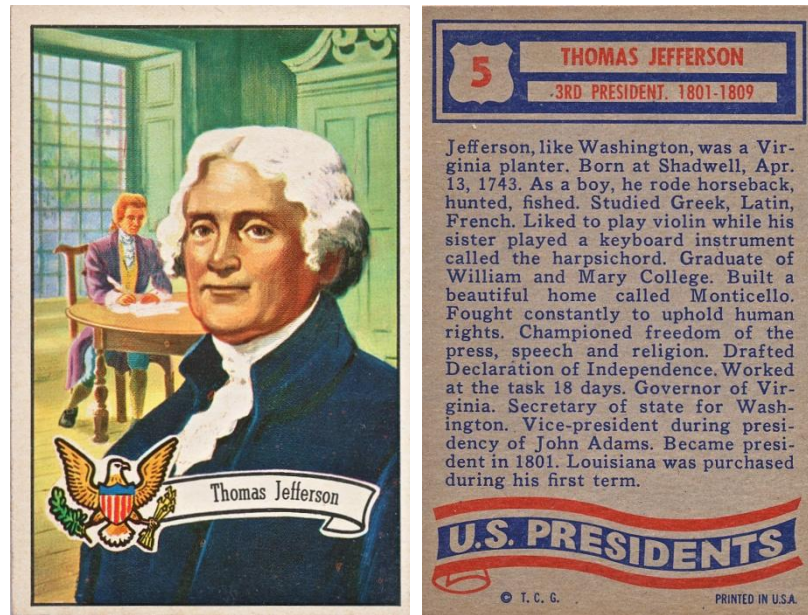
Packaging: 1 cent, 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 36

Number of Series: 1

Sheet Size: Unknown



Issued after the purchase of Bowman from Connelly Containers in 1956, *U.S. Presidents* is a 36 card set that shaved 1/8" in width off the typical Topps Giant Size card of the era. That gave it the same dimensions as Bowman's largest cards while it also counted as the shortest length Non-Sports set issued by Topps to date. This all supports speculation that Bowman's printer, Zabel Brothers Lithographers of Philadelphia, was enlisted to print this set in a test of their equipment and methods by Topps, although it does not prove it. It's entirely possible Bowman had a reissue of their 1952 set all ready to go at the time of the purchase and Topps just changed the manufacturer's information on the card; they had used such a reprinting strategy before to save costs.

Using the same artwork as a similar 1952 Bowman issue, full color portraits with colorful backgrounds make this a popular set, although it was produced in massive quantities by Topps. Card backs recycle text from the earlier Bowman issue along with some updated graphics. Collectors will note that with only 34 presidential terms having been served by 33 men through 1956 and with Grover Cleveland allotted but a single card, three cards had to be added and indeed numbers 1 and 2, representing Washington Takes Command and the Declaration of Independence are joined by no. 7, Burning of White House in both the Bowman and Topps sets. Unlike the rest of the set, these cards are all in a horizontal format. The packaging for *U.S. Presidents* advertises *Bazooka* and not Bowman's *Blony*.

Topps must have liked what they saw from Zabel Brothers as they would replace Lord Baltimore Printing as their main printer by the beginning of the 1960's. That may be the most remarkable thing about this set.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, Author's Research)

**U.S. PRESIDENTS CHECKLIST**

NUMBER	NAME
1	WASHINGTON TAKES COMMAND
2	DECLARATION OF IDEPENDENCE
3	GEORGE WASHINGTON
4	JOHN ADAMS
5	THOMAS JEFFERSON
6	JAMES MADISON
7	BURNING OF WHITE HOUSE
8	JAMES MONROE
9	JOHN QUINCY ADAMS
10	ANDREW JACKSON
11	MARTIN VAN BUREN
12	WM. HENRY HARRISON
13	JOHN TYLER
14	JAMES K. POLK
15	ZACHARY TAYLOR
16	MILLARD FILLMORE
17	FRANKLIN PIERCE
18	JAMES BUCHANAN
19	ABRAHAM LINCOLN
20	ANDREW JOHNSON
21	ULYSSES GRANT
22	RUTHERFORD HAYES
23	JAMES A. GARFIELD
24	CHESTER A. ARTHUR
25	GROVER CLEVELAND
26	BENJAMIN HARRISON
27	WILLIAM MCKINLEY
28	THEODORE ROOSEVELT
29	WILLIAM H. TAFT
30	WOODROW WILSON
31	WARREN G. HARDING
32	CALVIN COOLIDGE
33	HERBERT C. HOOVER
34	FRANKLIN D. ROOSEVELT
35	HARRY S. TRUMAN
36	DWIGHT D. EISENHOWER

**PRICING**

COMMON	3
SET	125
ONE CENT WRAPPER	25
FIVE CENT WRAPPER	25
ONE CENT PACK	50
FIVE CENT PACK	200
ONE CENT BOX (EMPTY)	200
FIVE CENT BOX (EMPTY)	200

## Varsity Football

Issued As: Varsity, a.k.a. Felt Backs

ACC #: R415-1

Issue Date: 1949

Size: 7/8" x 1 7/16", 22 x 36.5 mm

Packaging: 1 cent tab

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 100

Number of Series: 1

Sheet Size: Unknown



*Varsity* was the first Topps insert card set devoted to a specific sport, namely college football. With Bowman having the National Football league locked up, Topps had to look to the collegiate gridiron for the 100 subjects that fill this intriguing tab-sized issue. This was not as risky a move as it seems since the college game was quite popular in 1949 with the NFL still a decade away from explosive growth.

The cards feature full bleed, full color borders on one side, with a small black and white photo of the player, underneath which is his name, position (often with a peppy adjective added) and school information contained in a black box. Four cards do not follow this pattern: John Miller and James O'Day have their names appearing above their photo, Ed Modzelewski has his position and school flipped and Clayton Tonnemaker has no position shown (he was a center in college).

The other side of the card displays a felt-like pennant of the subject's school. The full color backgrounds are ordered in groups of 25 and a player only appears with one color background, with the exception of 25 that each appear in both yellow and brown. Blue, red and green comprise the other three color groupings. Schools with more than one player represented all have the same color backgrounds; for instance both Boston College players appear in green while all three Cornell stars have red backgrounds.

Introduced after the 1949 World Series, *Varsity* was designed to be sold during the college football season, no doubt intended to peak around the time of the major bowl games around New Year's. The repeating of players in the yellow and brown series would indicate at least two press runs were printed; the reasons for changing the colors from one to the other appears to be a mystery lost to time although production difficulties with one of them seems likely. Some collectors believe the brown backgrounds are more difficult to find than yellow and both appear to be scarcer than the other three colors. 25 card panels are known in the hobby but it is unclear if this was the size of the press sheet and it seems probable it was not. The final run did not sell through and Topps sold off packs in bulk, along with extras of other issues such as *Golden Coin* and *Tattoo* in the spring of 1950; 100 packs for 94 cents featuring six issues that had not done well at retail.

The combination of "felt" and full bleed borders makes finding high grade examples extremely difficult. A grade of EX is considered high for cards in this set. Miscuts and oddly angled edges are frequently



encountered as the felt may have made cutting more difficult than normal. Some accounts have two cards being inserted into each penny gum tab; that seems unlikely but certainly not impossible. The wrapper, which carries a 1949 date, has an interior featuring premium offers for larger pennants and letter and numerals that could be used to make football uniforms out of T-shirts; these were staples of the early Topps premium program and would outlast the issue. The interior gum wrapper can be either wax or foil lined paper but was not all foil, which is often used to pass off modern repackaging efforts as original.

(Sources: "Examining the 1949-50 Topps Felt Backs" by Rick Hines, *Sports Collectors Digest* December 31, 1993, "Information Pours in on Topps Felt Backs" by Rick Hines, *Sports Collectors Digest* January 21, 1994, <http://www.footballcardgallery.com/> , Author's research)

## VARSITY FOOTBALL CHECKLIST

NUMBER	NAME	POSITION	SCHOOL	BLUE	GR.	RED	YEL.	BR.
	NO # LOU ALLEN	CAPTAIN AND TACKLE	DUKE UNIVERSITY					
	NO # MORRIS BAILEY	SPEEDY END	TEXAS CHRISTIAN U.					
	NO # GEORGE BELL	HARD-RUNNING QUARTERBACK	UNIV. OF OREGON					
	NO # LINDY BERRY	CAPTAIN AND QUARTERBACK	TEXAS CHRISTIAN U.					
	NO # MIKE BOLDIN	RUGGED GUARD	PITTSBURGH					
	NO # BERNIE BOTULA	RUGGED CENTER	WASH. AND JEFF. COL.					
	NO # BOB BOWLBY	CAPTAIN AND QUARTERBACK	NORTH CAROLINA STATE					
	NO # BOB BUCHER	TOUGH GUARD	BUCKNELL					
	NO # AL BURNETT	TOP-FLIGHT END	RUTGERS					
	NO # DON BURSON	ELUSIVE QUARTERBACK	NORTHWESTERN U.					
	NO # PAUL CAMPBELL	ACE PASSING QUARTERBACK	U. OF TEXAS					
	NO # HERB CAREY	CAPTAIN AND FULLBACK	DARTMOUTH COLLEGE					
	NO # BIMBO CECCONI	BLAZING HALFBACK	PITTSBURGH					
	NO # BILL CHAUNCEY	SWIFT FULLBACK	IOWA STATE					
	NO # DICK CLARK	ALL-EASTERN TACKLE	CORNELL					
	NO # TOM COLEMAN	CAPTAIN AND TACKLE	GEORGIA TECH.					
	NO # BILLY CONN	ALL-AMERICAN HALFBACK	GEORGETOWN U.					
	NO # JOHN COX	FLASHY FULLBACK	UNIV. OF FLORIDA					
	NO # LOU CREEKMUR	BRAWNY TACKLE	WILLIAM AND MARY					
	NO # GLEN DAVIS	FAST-MOVING HALFBACK	OHIO UNIVERSITY					
	NO # WARREN "BRUD" DAVIS	CAPTAIN AND CENTER	COLGATE U.					
	NO # BOB DEUBER	CRASHING FULLBACK	U. OF PENNSYLVANIA					
	NO # RAY DOONEY	CO-CAPTAIN AND HALFBACK	U. OF PENNSYLVANIA					
	NO # TOM DUBLINSKI	PASSING QUARTERBACK	UNIV. OF UTAH					
	NO # JEFF FLEISCHMANN	LEADING FULLBACK	CORNELL					
	NO # JACK FRIEDLAND	SPEEDY HALFBACK	DUKE UNIVERSITY					
	NO # BOB FUCHS	CAPTAIN AND CENTER	U. OF MISSOURI					
	NO # ARNOLD GALIFFA	ALL-AMERICAN QUARTERBACK	ARMY					
	NO # DICK GILMAN	BRAINY QUARTERBACK	UNIVERSITY OF KANSAS					
	NO # FRANK GITSCHIER	CO-CAPTAIN AND QUARTERBACK	U. OF LOUISVILLE					
	NO # GENE GLICK	CLEVER QUARTERBACK	MICH. STATE COLLEGE					
	NO # BILL GREGUS	GALLOPING HALFBACK	WAKE FOREST					
	NO # HAROLD "BO" HAGAN	FLEET QUARTERBACK	U. OF SOUTH CAROLINA					
	NO # CHARLES HALL	CRACK FULLBACK	UNIV. OF ARIZONA					
	NO # LEON HART	CO-CAPTAIN AND ALL-AMERICAN END	NOTRE DAME					
	NO # BOB HESTER	CRASHING FULLBACK	MARQUETTE U.					
	NO # GEORGE HUGHES	CO-CAPTAIN AND GUARD	WILLIAM AND MARY					
	NO # LEVI JACKSON	CAPTAIN AND HALFBACK	YALE					
	NO # JACKIE JENSEN	ALL-AMERICAN HALFBACK	U. OF CALIFORNIA					
	NO # CHARLIE JUSTICE	ALL-AMERICAN HALFBACK	U. OF NORTH CAROLINA					

## VARSITY FOOTBALL CHECKLIST

NUMBER	NAME	POSITION	SCHOOL	BLUE	GR.	RED	YEL.	BR.
	NO # GARY KERKORIAN	SPEEDY QUARTERBACK	STANFORD UNIVERSITY					
	NO # BERNIE KRUEGER	BRILLIANT QUARTERBACK	ILLINOIS					
	NO # BILL KUHN	JARRING TACKLE	U. OF NORTH CAROLINA					
	NO # DEAN LAUN	ALL BIG 7 END	IOWA STATE					
	NO # CHET LEACH	PUNTING HALFBACK	BUCKNELL					
	NO # BOBBY LEE	SHIFTY QUARTERBACK	U. OF PITTSBURGH					
	NO # ROGERS LEHEW	CAPTAIN AND GUARD	UNIVERSITY OF TULSA					
	NO # GLENN LIPPMAN	FLEET HALFBACK	TEXAS A&M					
	NO # MELVIN LYLE	CAPTAIN AND END	LOUISIANA STATE U.					
	NO # LEN MAKOWSKI	TRIPLE-THREAT QTR'BACK	UNIVERSITY OF TULSA					
	NO # AL (BOOMY) MALEKOFF	DRIVING QUARTERBACK	RUTGERS U.					
	NO # JIM MARTIN	ALL-AMERICAN END	NOTRE DAME					
	NO # FRANK MATAYA	RAPID QUARTERBACK	WASH. STATE COLLEGE					
	NO # RAY MATHEWS	STAR HALFBACK	CLEMSON COLLEGE					
	NO # DICK McKISSACK	ACE FULLBACK	S. METHODIST U.					
	NO # FRANK (MOOSE) MILLER	FLEET HALFBACK	CORNELL					
	NO # JOHN MILLER	CO-CAPTAIN AND TACKLE	UNIV. OF DELAWARE					
	NO # ED MODELEWSKI	TRIPLE THREAT FULLBACK	UNIVERSITY OF MARYLAND					
	NO # DON MOUSER	CAPTAIN AND GUARD	BAYLOR UNIV.					
	NO # JAMES MURPHY	DEFT PASSER AND QUARTERBACK	HOLY CROSS					
	NO # RAY NAGEL	SPEEDY LEFT HALFBACK	U.C.L.A.					
	NO # LEO NOMELELLINI	ALL-AMERICAN TACKLE	U. OF MINNESOTA					
	NO # JAMES F. O'DAY	RUGGED CENTER	DUQUESNE UNIVERSITY					
	NO # JOE PATERNO	CO-CAPTAIN AND QUARTERBACK	BROWN UNIVERSITY					
	NO # ANDY PAVICH	STAR FULLBACK	UNIVERSITY OF DENVER					
	NO # PETE PERINI	CRACK QUARTERBACK	OHIO STATE UNIVERSITY					
	NO # JIM POWERS	TRIPLE THREAT QUARTERBACK	U. OF SOUTHERN CALIF.					
	NO # DICK RAKESTRAW	HEFTY TACKLE	UNIVERSITY OF TULSA					
	NO # HERB RICH	ACE HALFBACK	VANDEBILT U.					
	NO # FRANCIS ROGEL	STARR FULLBACK	PENN. STATE					
	NO # DARRELL ROYAL	RAPID QUARTERBACK	U. OF OKLAHOMA					
	NO # STEVE SAWLE	CAPTAIN AND TACKLE	NORTHWESTERN U.					
	NO # NICK SEBEK	ACE QUARTERBACK	U. OF INDIANA					
	NO # HERB SEIDELL	CAPTAIN AND CENTER	FORDHAM					
	NO # CHARLES SHAW	CAPTAIN AND TACKLE	OKLAHOMA A&M					
	NO # EMIL SITKO	ALL-AMERICAN HALFBACK	NOTRE DAME					
	NO # ED SONGIN	HIGH SCORING QUARTERBACK	BOSTON COLLEGE					
	NO # MARIANO STALLONI	CO-CAPTAIN AND FULLBACK	UNIV. OF DELAWARE					
	NO # ERNIE STAUTNER	ALL-AMERICAN TACKLE	BOSTON COLLEGE					
	NO # DON STEHLY	FAST-STEPPING QUARTERBACK	KANSAS STATE COLLEGE					
	NO # GIL STEVENSON	ALL-AMERICAN FULLBACK	ARMY					
	NO # BISHOP STRICKLAND	PLUNGING FULLBACK	U. OF S. CAROLINA					
	NO # HARRY SZULBORSKI	ALL-AMERICAN HALFBACK	PURDUE					
	NO # WALLY TENINGA	SWIFT QUARTERBACK	U. OF MICHIGAN					
	NO # CLAYTON TONNEMAKER		U. OF MINNESOTA					
	NO # DAN TOWLER	FLASHY HALFBACK	WASH. & JEFFERSON					
	NO # BERT TUREK	BRAWNY CENTER	MARQUETTE U.					
	NO # HARRY ULINSKI	CAPTAIN AND CENTER	UNIV. OF KENTUCKY					
	NO # LEON VAN BILLINGHAM	CO-CAPTAIN AND FULLBACK	COLUMBIA UNIVERSITY					
	NO # LONDON VIRACOLA	STAR HALFBACK	FORDHAM					
	NO # LEO WAGNER	CO-CAPTAIN AND QUARTERBACK	C.C.N.Y.					
	NO # DOAK WALKER	ALL-AMERICAN QUARTERBACK	S. METHODIST U.					
	NO # JAMES WARD	CO-CAPTAIN AND END	COLUMBIA UNIVERSITY					
	NO # ART WEINER	ALL-AMERICAN END	U. OF N. CAROLINA					
	NO # DICK WEISS	LEADING FULLBACK	U. OF N. CAROLINA					
	NO # "FROGGY" WILLIAMS	CO-CAPTAIN AND END	RICE INSTITUTE					
	NO # BOB "RED" WILSON	CAPTAIN AND CENTER	U. OF WISCONSIN					
	NO # ROGER "RED" WILSON	CHARGING TACKLE	U. OF S. CAROLINA					
	NO # CARL WREN	PASS-SNARING END	UNIV. OF ROCHESTER					
	NO # PETE ZINAICH	CAPTAIN AND FULLBACK	WEST VIRGINIA UNIV.					

## VARSITY FOOTBALL CHECKLIST

SCHOOL	NAME
ARMY	ARNOLD GALIFFA
ARMY	GIL STEVENSON
BAYLOR UNIV.	DON MOUSER
BOSTON COLLEGE	ED SONGIN
BOSTON COLLEGE	ERNIE STAUTNER
BROWN UNIVERSITY	JOE PATERNO
BUCKNELL	BOB BUCHER
BUCKNELL	CHET LEACH
C.C.N.Y.	LEO WAGNER
CLEMSON COLLEGE	RAY MATHEWS
COLGATE U.	WARREN "BRUD" DAVIS
COLUMBIA UNIVERSITY	JAMES WARD
COLUMBIA UNIVERSITY	LEON VAN BILLINGHAM
CORNELL	DICK CLARK
CORNELL	FRANK (MOOSE) MILLER
CORNELL	JEFF FLEISCHMANN
DARTMOUTH COLLEGE	HERB CAREY
DUKE UNIVERSITY	JACK FRIEDLAND
DUKE UNIVERSITY	LOU ALLEN
DUQUESNE UNIVERSITY	JAMES F. O'DAY
FORDHAM	HERB SEIDELL
FORDHAM	LANDON VIRACOLA
GEORGETOWN U.	BILLY CONN
GEORGIA TECH.	TOM COLEMAN
HOLY CROSS	JAMES MURPHY
ILLINOIS	BERNIE KRUEGER
IOWA STATE	BILL CHAUNCEY
IOWA STATE	DEAN LAUN
KANSAS STATE COLLEGE	DON STEHLY
LOUISIANA STATE U.	MELVIN LYLE
MARQUETTE U.	BERT TUREK
MARQUETTE U.	BOB HESTER
MICH. STATE COLLEGE	GENE GLICK
NORTH CAROLINA STATE	BOB BOWLBY
NORTHWESTERN U.	DON BURSON
NORTHWESTERN U.	STEVE SAWLE
NOTRE DAME	EMIL SITKO
NOTRE DAME	JIM MARTIN
NOTRE DAME	LEON HART
OHIO STATE UNIVERSITY	PETE PERINI
OHIO UNIVERSITY	GLEN DAVIS
OKLAHOMA A&M	CHARLES SHAW
PENN. STATE	FRANCIS ROGEL
PITTSBURGH	BIMBO CECCONI
PITTSBURGH	MIKE BOLDIN
PURDUE	HARRY SZULBORSKI
RICE INSTITUTE	"FROGGY" WILLIAMS
RUTGERS	AL BURNETT
RUTGERS U.	AL (BOOMY) MALEKOFF
S. METHODIST U.	DICK McKISSACK

SCHOOL	NAME
S. METHODIST U.	DOAK WALKER
STANFORD UNIVERSITY	GARY KERKORIAN
TEXAS A&M	GLENN LIPPMAN
TEXAS CHRISTIAN U.	LINDY BERRY
TEXAS CHRISTIAN U.	MORRIS BAILEY
U. OF CALIFORNIA	JACKIE JENSEN
U. OF INDIANA	NICK SEBEK
U. OF LOUISVILLE	FRANK GITSCHER
U. OF MICHIGAN	WALLY TENINGA
U. OF MINNESOTA	CLAYTON TONNEMAKER
U. OF MINNESOTA	LEO NOMEILLINI
U. OF MISSOURI	BOB FUCHS
U. OF N. CAROLINA	ART WEINER
U. OF N. CAROLINA	DICK WEISS
U. OF NORTH CAROLINA	BILL KUHN
U. OF NORTH CAROLINA	CHARLIE JUSTICE
U. OF OKLAHOMA	DARRELL ROYAL
U. OF PENNSYLVANIA	BOB DEUBER
U. OF PENNSYLVANIA	RAY DOONEY
U. OF PITTSBURGH	BOBBY LEE
U. OF S. CAROLINA	BISHOP STRICKLAND
U. OF S. CAROLINA	ROGER "RED" WILSON
U. OF SOUTH CAROLINA	HAROLD "BO" HAGAN
U. OF SOUTHERN CALIF.	JIM POWERS
U. OF TEXAS	PAUL CAMPBELL
U. OF WISCONSIN	BOB "RED" WILSON
U.C.L.A.	RAY NAGEL
UNIV. OF ARIZONA	CHARLES HALL
UNIV. OF DELAWARE	JOHN MILLER
UNIV. OF DELAWARE	MARIANO STALLONI
UNIV. OF FLORIDA	JOHN COX
UNIV. OF KENTUCKY	HARRY ULINSKI
UNIV. OF OREGON	GEORGE BELL
UNIV. OF ROCHESTER	CARL WREN
UNIV. OF UTAH	TOM DUBLINSKI
UNIVERSITY OF DENVER	ANDY PAVICH
UNIVERSITY OF KANSAS	DICK GILMAN
UNIVERSITY OF MARYLAND	ED MODELEWSKI
UNIVERSITY OF TULSA	DICK RAKESTRAW
UNIVERSITY OF TULSA	LEN MAKOWSKI
UNIVERSITY OF TULSA	ROGERS LEHEW
VANDEBILT U.	HERB RICH
WAKE FOREST	BILL GREGUS
WASH. & JEFFERSON	DAN TOWLER
WASH. AND JEFF. COL.	BERNIE BOTULA
WASH. STATE COLLEGE	FRANK MATAYA
WEST VIRGINIA UNIV.	PETE ZINACH
WILLIAM AND MARY	GEORGE HUGHES
WILLIAM AND MARY	LOU CREEKMUR
YALE	LEVI JACKSON

LOU CREEKMUR	200
LEON HART (YELLOW)	250
LEON HART (BROWN)	150
JACKIE JENSEN (YELLOW)	100
JACKIE JENSEN (BROWN)	65
LEO NOMEILLINI	175
JOE PATERNO	1000
DARRELL ROYAL (YELLOW)	300
DARRELL ROYAL (BROWN)	200
ERNIE STAUTNER	200
DAN TOWLER (YELLOW)	150
DAN TOWLER (BROWN)	100

### PRICING

DOAK WALKER	150
DOAK WALKER	100
COMMON	30
SEMI STAR	50
BROWN MULTIPLIER	3X
YELLOW MULTIPLIER	2X
SET (100)	6000
ONE CENT WRAPPER	250
ONE CENT PACK	350
ONE CENT BOX (EMPTY)	400
GREETING CARD W/ PACK	400

## WHO-Z-AT STAR?

Issued As: Who-Z-At Star

ACC #: R710-4

Issue Date: 1953

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

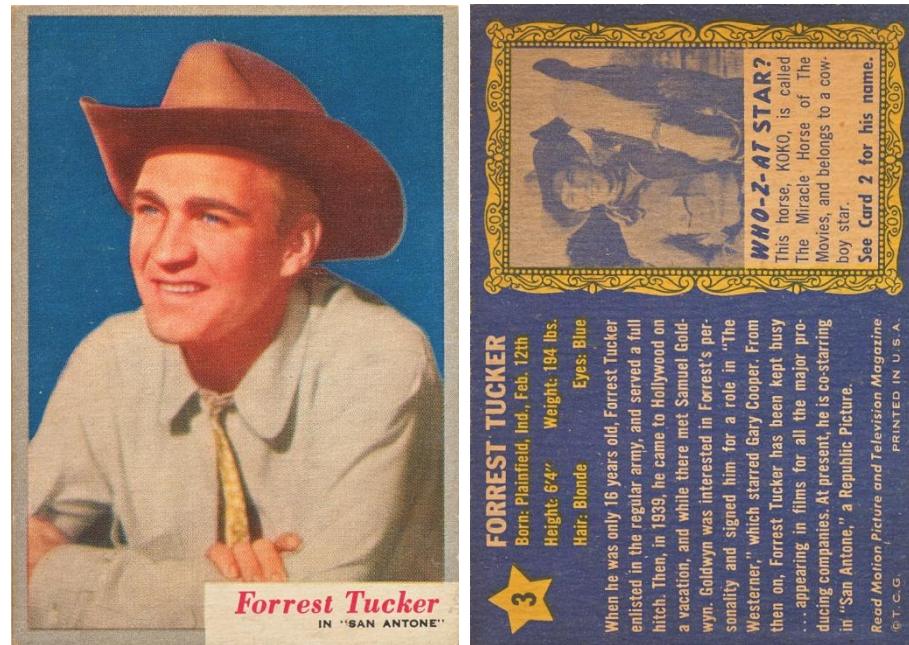
Packaging: 1 cent, 5 cent

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 80

Number of Series: 1

Sheet Size: 100/200



1952 saw Bowman release a 36 card set entitled *Television & Radio Stars of N.B.C.* and Topps countered the next year with *Who-Z-At Star?*. Focusing on the movies while Bowman worked off a licensing deal with the National Broadcasting Company, *Who-Z-At Star?* competed against a greatly expanded 96 card offering of NBC's finest in 1953, pitting two classic sets against each other in the marketplace. The wrappers for *Who-Z-At Star?* advertise actors and actresses from United Artists, Republic, Allied Artists, MGM, CBS and ABC; clearly a much wider field of subjects than Bowman's limited array. The Topps wrappers also pointedly mention Television, Radio and Movie subjects would be found within.

Bowman, desperate for strong sales, even came up with an early version of what is now termed a grocery pack, with three overwrapped 12 card cello packs that included a slab of gum in each, retailing for a whopping 29 cents. This packaging, attributed to their Card Collectors Club, may have given Topps the final push it needed to establish the Trading Card Guild and it can't be ruled out that Topps issued *Who-Z-At-Star?* in ten cent Guild packs, although none have been specifically identified to date. 1953 *Baseball* appeared in Guild packaging though, so it's possible that *Who-Z-At Star?* would have as well.

The Topps cards had a distinct flexichromed look to them, with full bleed gray borders and a small nameplate that also features the star's studio, affiliation or current starring role. Bowman's cards looked far more natural and resembled their landmark 1953 baseball set. The Topps backs are predominantly dark blue, which also is full bleed and feature an ornately framed black and white photograph of the subject of the previous number in the series on the right third, usually as a child or young adult, with a short quiz underneath. The remainder of the back is filled with some vital statistics, a block of text and the card number, which is displayed in a yellow star. This combination of full bleed fronts and backs made this an extremely difficult set to find in high grade.

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One motion picture featured in the set, Spencer Tracy's "Father and the Actress" was renamed simply "The Actress" prior to release in September of 1953 and the movies in the set have release dates ranging from January 1953 until May 1956, the latter representing a Gene Kelly anthology called "Invitation to the Dance" that was originally slated for a 1952 release (probably around Christmas) but shelved by M-G-M due to concerns over its commercial potential. It would seem the set was released in the late winter or early spring of 1953. The vast majority of the cards feature stars from M-G-M Studios with a fair showing by Republic Pictures, as this chart shows:

Studio	Cards
M-G-M	48
Republic Pictures	23
United Artists	4
Allied Artists	3
CBS	1
ABC	1
	80

The uncut sheet array should yield at least 20 overprints, although it's possible fully half the set was overprinted. While high grade examples are tough, individual cards in lower grades are not. A trio of high demand stars make collecting a little more challenging: Clark Gable, Spencer Tracy and Elizabeth Taylor are joined by a host of other big names in what is a popular set today. Printing and cutting irregularities are found with some frequency. Some of the original artwork for the set is known to exist in the hobby.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, *American Card Catalog*, *The Wrapper #226 - "Who-Z-At-Star"* by Scott Thomas, Author's Research)

## WHO-Z-AT STAR? CHECKLIST

NUMBER	NAME	AFFILIATION	NUMBER	NAME	AFFILIATION
1	BRIAN DONLEVY	COURTESY REPUBLIC PICTURES	41	MARGE & GOWER CHAMPION	M-G-M STARS
2	REX ALLEN	IN REPUBLIC WESTERNS	42	VAN JOHNSON	IN M-G-M'S "EASY TO LOVE"
3	FORREST TUCKER	IN "SAN ANTONIO"	43	JUNE ALLYSON	AN M-G-M STAR
4	ALLEN "ROCKY" LAYNE	IN REPUBLIC WESTERNS	44	JANET LEIGH	AN M-G-M STAR
5	JOAN LESLIE	COURTESY REPUBLIC PICTURES	45	AVA GARDNER	AN M-G-M STAR
6	ROY BARCROFT	COURTESY REPUBLIC PICTURES	46	RED SKELTON	"THE GREAT DIAMOND ROBBERY"
7	ELLA RAINES	COURTESY REPUBLIC PICTURES	47	BOB TAYLOR	AN M-G-M STAR
8	ROD CAMERON	A UNITED ARTISTS STAR	48	CARLETON CARPENTER	AN M-G-M STAR
9	FRED MacMURRAY	IN "FAIR WIND TO JAVA"	49	ESTHER WILLIAMS	AN M-G-M STAR
10	VERA RALSTON	IN "FAIR WIND TO JAVA"	50	WALTER PIDGEON	AN M-G-M STAR
11	DENNIS O'KEEFE	COURTESY REPUBLIC PICTURES	51	STEWART GRANGER	AN M-G-M STAR
12	RUTH HUSSEY	COURTESY REPUBLIC PICTURES	52	ELIZABETH TAYLOR	AN M-G-M STAR
13	EVE ARDEN	COURTESY REPUBLIC PICTURES	53	CYD CHARISSE	AN M-G-M STAR
14	WILLIAM DEMAREST	COURTESY REPUBLIC PICTURES	54	LANA TURNER	IN M-G-M'S "LATIN LOVERS"
15	SCOTT BRADY	COURTESY REPUBLIC PICTURES	55	GREER GARSON	AN M-G-M STAR
16	BUDDY BAER	COURTESY REPUBLIC PICTURES	56	VIC DAMONE	AN M-G-M STAR
17	JOHN LUND	COURTESY REPUBLIC PICTURES	57	ANN MILLER	AN M-G-M STAR
18	KATY JURADO	COURTESY REPUBLIC PICTURES	58	ROBERT HORTON	AN M-G-M STAR
19	AUDREY TOTTER	COURTESY REPUBLIC PICTURES	59	VITTORIO GASSMAN	AN M-G-M STAR
20	ELAINE STEWART	AN M-G-M STAR	60	RITA GAM	AN M-G-M STAR
21	JANE POWELL	AN M-G-M STAR	61	STEVE FORREST	AN M-G-M STAR
22	VERA-ELLEN	AN M-G-M STAR	62	LESLIE CARON	AN M-G-M STAR
23	LIONEL BARRYMORE	AN M-G-M STAR	63	ANN BLYTH	AN M-G-M STAR
24	BETTA ST. JOHN	AN M-G-M STAR	64	SPENCER TRACY	"FATHER AND THE ACTRESS"
25	MARJORIE MAIN	AN M-G-M STAR	65	RED BUTTONS	A CBS STAR
26	HARRY CAREY, JR.	COURTESY REPUBLIC PICTURES	66	JOHNNY SHEFFIELD	IN ALLIED ARTISTS' "BOMBA" SERIES
27	DEBORAH KERR	AN M-G-M STAR	67	WAYNE MORRIS	ALLIED ARTISTS
28	POLLY BERGEN	AN M-G-M STAR	68	LEO GORCEY	IN THE "BOWERY BOYS" SERIES
29	PIER ANGELI	AN M-G-M STAR	69	THE NELSONS	ABC STARS
30	WILLIAM POWELL	AN M-G-M STAR	70	ARLEEN WHELAN	COURTESY REPUBLIC PICTURES
31	WILLIAM CAMPBELL	AN M-G-M STAR	71	RICHARD ANDERSON	AN M-G-M STAR
32	JAMES CRAIG	AN M-G-M STAR	72	BARRY SULLIVAN	AN M-G-M STAR
33	GIG YOUNG	AN M-G-M STAR	73	MONA FREEMAN	COURTESY REPUBLIC PICTURES
34	RICARDO MONTALBAN	AN M-G-M STAR	74	PRESTON FOSTER	IN UNITED ARTISTS' "I THE JURY"
35	HOWARD KEEL	AN M-G-M STAR	75	ROBERT STACK	IN UNITED ARTISTS' "SABRE JET"
36	ELEANOR PARKER	AN M-G-M STAR	76	SLIM PICKENS	COURTESY REPUBLIC PICTURES
37	GENE KELLY	"INVITATION TO THE DANCE"	77	DEBBIE REYNOLDS	AN M-G-M STAR
38	KEENAN WYNN	AN M-G-M STAR	78	NANETTE FABRAY	AN M-G-M STAR
39	CLARK GABLE	IN M-G-M'S "MOGAMBO"	79	ERROL FLYNN	IN UA'S "CROSSED SWORDS"
40	CARA WILLIAMS	AN M-G-M STAR	80	J. CARROLL NAISH	COURTESY REPUBLIC PICTURES

1	BRIAN DONLEVY	25
37	GENE KELLY	20
39	CLARK GABLE	25
52	ELIZABETH TAYLOR	30
64	SPENCER TRACY	20
80	J. CARROLL NAISH	20

### PRICING

COMMON	10
SEMI STAR	15
SET	1000
ONE CENT WRAPPER	150
FIVE CENT WRAPPER	150
ONE CENT PACK	200
FIVE CENT PACK	350
ONE CENT BOX (EMPTY)	250
FIVE CENT BOX (EMPTY)	250



## WINGS

Issued As: Wings

ACC #: R707-4

Issue Date: 1952

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

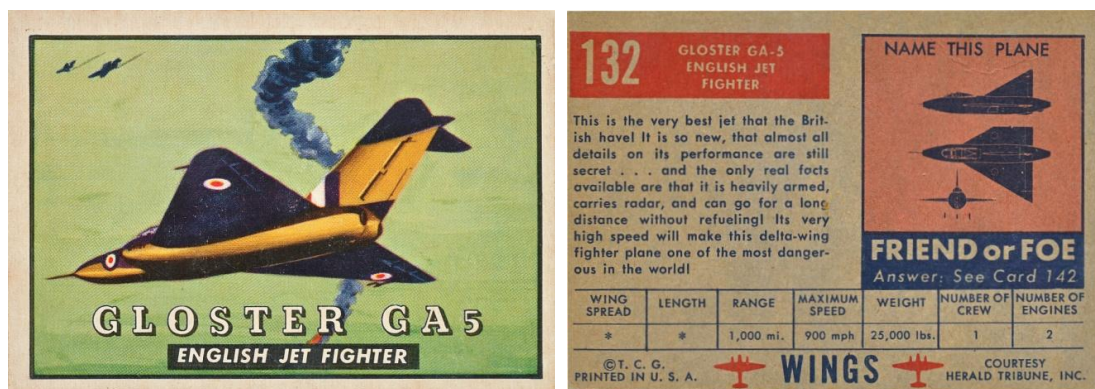
Packaging: 1 cent, 1 cent clear cellophane 5 cent, 10 cent clear cellophane, 1 cent *Red Ball Jets*

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 200

Number of Series: 3

Sheet Size: 100/200



*Wings* was the second Giant Size set issued by Topps, right in the midst of the 1952 Baseball cards retail blitz. Hugely popular, the set's 200 cards feature a sweeping array of aircraft, mostly planes, displayed in colorful, if slightly muted tones. The fronts feature the aircraft's name in a large font together with some military affiliation information in a black text box below. Reverses feature a large card number, a block of text, some statistics about the craft presented in a fashion similar to the stats on the 1952 baseball cards and a feature called "Friend or Foe", which displayed silhouettes of planes and played on the fact the nation was still at war. The backs also have the usual T.C.G. copyright, a 1952 date and a "Courtesy Herald Tribune, Inc." credit line, presumably for the text.

Dating of the set has been the subject of much debate in the hobby over the years but the boxes bear a 1952 copyright. However, a period photo exists showing a single box of *Wings* cards bearing a sticker stating "New Series" being sold alongside 3<sup>rd</sup> series packs of 1953 Topps baseball cards, which dates around the spring of '53; indeed the 1953 *American Card Catalog*, published in February of that year, lists the set at 200 cards. It seems clear then that all 200 cards of *Wings* came out in 1952. The last 100 cards were seemingly sold in groups of 50, with some first series cards seeded into the nickel and dime packs.

Topps though, was playing games at this time with some of their multi-series sets and skip numbered a couple of cards in series two. These gaps would, in theory, keep the kids buying the cards looking for numbers in series 2 that did not yet exist. This "skip number" marketing was first identified in an article by Pete D'Luhosch at his PJD Enterprises site which details how the quiz on the first series backs always refer to the next card numerically in the set.

Furthermore, the article describes how first 100 cards have the quiz sequentially referring to the next card in all 100 instances (#100 refers to #1), with the cards from #101-150 have answers scattered over the fifty possible numbers in series two, with the exception of two cards: #118 refers to an answer on #180, while #149 lists #173 as having the answer. In addition, the author has observed that #128 refers to #151



for its quiz answer. Then, within the run from #151-200: #151 lists #110 as its answer while #152 refers to an answer on #125. No corresponding third card in series three referring back to an answer in series two exists so one of the duplicate answers must have taken its place.

D'Luhosch later writes in an article in *The Wrapper*, that examination of partial uncut sheets shows the 3<sup>rd</sup> series runs from #101-152, with nos. 118 and 149 held out and replaced by nos. 151 and 152. The 4<sup>th</sup> series then runs from #153-200 with nos. 118 and 149 added. Furthermore, the switching of #149 and #151 is confirmed by these partial sheets and it is assumed the switching of #118 and #152 matches up as well as they do not show on the partials.

Some repetition of numbers for the answers also starts popping up in these last two series and the thinking is this all demonstrates how the cards from series two were held back and replaced with series three cards and vice-versa. In addition, this illustrates that two higher series of 50 cards each were printed and distributed. Unopened pack finds have shown too that first series cards were seeded into packs as Topps sold off older cards along with the newer ones.

Things don't get any simpler when the packaging is examined. In addition to the standard one and five cent gum packs, there are one and two card cello packs plus dime cello packs that held 12 cards. The *Non-Sports Bible* also states that packs were inserted with Bon Ton Wieners in 1956 but which packs this refers to is unclear. The cards were also reprinted for a Doeskin Tissues promotion but these have wider side borders and Doeskin copyright information on the backs and are not considered part of the original set. A couple of the subjects were repurposed later in *Jets* and the 1955 *Hocus Focus* Airplanes subset.

If all of that wasn't enough, *Wings* was also fully printed with backs in Spanish, presumably for distribution in Mexico and parts of South America. Argentina seems a likely destination for shipments of *Wings* as there are planes from that country in the set, the only South American country so depicted. These were once hard to find but some quantities have popped up in recent years. The last 100 cards in the Spanish series can also be found without printed fronts; an oddity as there are far too many of these around to merely be proofs. The method of distribution of the Spanish cards is certainly conjectural as well. While these cards may seem odd to the casual observer, the Shorin family was quite comfortable doing business in locations south of the U.S. from their days in the tobacco trade. It would seem though that sales of Spanish *Wings* were poor as Topps did not issue another set in the language until the late 1950's.

Still not done with *Wings*, a portion of the set was reissued in 1955 as in-store premiums in wrappers that state "Red Ball Jets". The manufacturer on these is "Makers of World Famous 'Bazooka' Gum" and a premium offer on the wrapper promised an additional 15 cards could be had for a mere dime.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, *American Card Catalog*, [http://pjdententerprises.com/airplane\\_cards/topps\\_wings\\_print.html](http://pjdententerprises.com/airplane_cards/topps_wings_print.html), *The Wrapper* #262 "1952 Topps Wings: Follow-up information" by Peter D'Luhosch, Author's Research)



*Wings* with Spanish Back (Author's Collection)

## WINGS CHECKLIST

NUMBER	AIRCRAFT	DESCRIPTION
1	T-33	U.S. AIR FORCE JET TRAINER
2	MIG-15	RUSSIAN JET FIGHTER
3	XC-120 PACK PLANE	U.S. AIR FORCE TRANSPORT
4	LINCOLN	BRITISH BOMBER
5	F-51 MUSTANG	U.S. AIR FORCE FIGHTER
6	AT-7 NAVIGATOR	U.S. AIR FORCE LIGHT TRANSPORT
7	PBY CATALINA	U.S. NAVY PATROL BOMBER
8	B-26 INVADER	U.S. AIR FORCE LIGHT BOMBER
9	XF-91	U.S. AIR FORCE JET FIGHTER
10	F7U CUTLASS	U.S. NAVY JET FIGHTER
11	VAMPIRE	BRITISH JET FIGHTER
12	B-57 CANBERRA	BRITISH JET BOMBER
13	SUNDERLAND	BRITISH PATROL FLYING BOAT
14	PB4Y-2 PRIVATEER	U.S. NAVY PATROL BOMBER
15	T-28	U.S. AIR FORCE ADVANCED TRAINER
16	WYVERNE MK. 2	BRITISH TURBO-PROP FIGHTER
17	BALLIOL T. MK. 2	BRITISH ADVANCED TRAINER
18	F-47 THUNDERBOLT	U.S. AIR FORCE FIGHTER
19	HUP-1	U.S. NAVY HELICOPTER
20	HERMES	BRITISH CIVIL TRANSPORT
21	L-17 NAVION	U.S. AIR FORCE LIAISON CIVIL PRIVATE PLANE
22	F3D SKYKNIGHT	U.S. NAVY JET ALL WEATHER FIGHTER
23	AM MAULER	U.S. NAVY ATTACK PLANE
24	B-36	U.S. AIR FORCE STRATEGIC BOMBER
25	F8F BEARCAT	U.S. NAVY FIGHTER
26	F-80 SHOOTING STAR	U.S. AIR FORCE FIGHTER-BOMBER
27	SEA ATTACKER	BRITISH NAVY JET FIGHTER
28	F6F HELLCAT	U.S. NAVY FIGHTER
29	P2V NEPTUNE	U.S. NAVY PATROL BOMBER
30	AVRO JETLINER	CANADIAN CIVIL JET TRANSPORT
31	C-121 CONSTELLATION	U.S. AIR FORCE TRANSPORT
32	C-74 GLOBEMASTER 1	U.S. AIR FORCE STRATEGIC TRANSPORT
33	F-84F	U.S. AIR FORCE JET FIGHTER-BOMBER
34	F4U CORSAIR	U.S. NAVY AND MARINE CORPS FIGHTER
35	FIREFLY	BRITISH NAVY FIGHTER
36	C-125 RAIDER	U.S. AIR FORCE ASSAULT TRANSPORT
37	C-46 COMMANDO	U.S. NAVY -R5C
38	PE-2	RUSSIAN ATTACK BOMBER
39	AF GUARDIAN	U.S. NAVY ATTACK PLANE
40	C-82 PACKET	U.S. AIR FORCE TRANSPORT
41	R60 CONSTITUTION	U.S. NAVY STRATEGIC TRANSPORT
42	IL-12	RUSSIAN TRANSPORT
43	HASTINGS	BRITISH MILITARY TRANSPORT
44	AJ SAVAGE	U.S. NAVY COMPOSITE POWERED ATTACK BOMBER
45	F-82 TWIN-MUSTANG	U.S. AIR FORCE FIGHTER
46	XF4D SKYRAY	U.S. NAVY JET FIGHTER
47	T-6 TEXAN	U.S. AIR FORCE TRAINER
48	C-123 AVITRUK	U.S. AIR FORCE TRANSPORT
49	JRM MARS	U.S. NAVY TRANSPORT
50	METEOR	BRITISH JET FIGHTER
51	B-29 SUPERFORTRESS	U.S. AIR FORCE STRATEGIC BOMBER
52	IL-10	RUSSIAN ASSAULT BOMBER
53	B-45 TORNADO	U.S. NAVY AIR FORCE JET BOMBER
54	LA-5	RUSSIAN FIGHTER
55	COMET	BRITISH JET TRANSPORT
56	H-13D	U.S.A.F. & ARMY HELICOPTER

## WINGS CHECKLIST

NUMBER	AIRCRAFT	DESCRIPTION
57	PE-8	RUSSIAN HEAVY BOMBER
58	C-97 STRATOFREIGHTER	U.S. AIR FORCE STRATEGIC TRANSPORT
59	H-21	U.S. AIR FORCE TRANSPORT HELICOPTER
60	FH-1 PHANTOM	U.S. NAVY JET FIGHTER
61	B-47 STRATOJET	U.S. AIR FORCE STRATEGIC JET BOMBER
62	L-20 BEAVER	U.S. AIR FORCE UTILITY-LIAISON
63	FJ FURY	U.S. NAVY JET FIGHTER
64	F-94	U.S. AIR FORCE JET INTERCEPTOR FIGHTER
65	SHACKLETON	BRITISH PATROL BOMBER
66	S-51 HELICOPTER	U.S. AIR FORCE
67	A-20 HAVOC	U.S. AIR FORCE-LIGHT BOMBER
68	IL-2 STORMOVIK	RUSSIAN ASSAULT BOMBER
69	C-119 PACKET	U.S. AIR FORCE TRANSPORT
70	DC-4 SKYMASTER	C-54-U.S. AIR FORCE TRANSPORT
71	F-86 SABER	U.S. AIR FORCE JET FIGHTER
72	VENOM	BRITISH JET FIGHTER
73	H-19	U.S. AIR FORCE HELICOPTER
74	TBM AVENGER	U.S. NAVY TORPEDO BOMBER
75	CF-100 CANUCK	CANADIAN JET INTERCEPTOR
76	F-84 THUNDERJET	U.S. AIR FORCE FIGHTER-BOMBER
77	F-86D	U.S. AIR FORCE JET INTERCEPTOR
78	SEA HAWK	BRITISH NAVY JET FIGHTER
79	SA-16 ALBATROSS	U.S. NAVY UTILITY AMPHIBIAN
80	202	CIVIL AIRLINE TRANSPORT
81	B-50 SUPERBOMBER	U.S. AIR FORCE STRATEGIC BOMBER
82	CONVAIR 240	U.S. AIR FORCE NAVIGATION TRAINER
83	AMBASSADOR	BRITISH CIVIL TRANSPORT
84	IL-4	RUSSIAN MEDIUM BOMBER
85	VISCOUNT	BRITISH TURBO-PROP TRANSPORT
86	B-25 MITCHELL	U.S. AIR FORCE MULTI-ENGINE TRAINER
87	YAK-3	RUSSIAN FIGHTER
88	C-47 SKYTRAIN	U.S. AIR FORCE TRANSPORT
89	A2D SKYSHARK	U.S. NAVY ATTACK PLANE
90	F-89 SCORPION	U.S. AIR FORCE JET INTERCEPTOR
91	IL-18	RUSSIAN TRANSPORT
92	P5M MARLIN	U.S. NAVY PATROL BOMBER
93	H-12	U.S. AIR FORCE HELICOPTER
94	F7F TIGERCAT	U.S. NAVY & MARINE CORPS FIGHTER
95	F2H BANSHEE	U.S. NAVY JET FIGHTER
96	P4M MERCATOR	U.S. NAVY COMPOSITE-POWERED PATROL PLANE
97	C124 GLOBEMASTER II	U.S. AIR FORCE TRANSPORT
98	TU-4	RUSSIAN STRATEGIC BOMBER
99	YAK-15	RUSSIAN JET FIGHTER
100	F9F PANTHER	U.S. NAVY JET FIGHTER
101	AE-27 PULQUI	ARGENTINE FIGHTER
102	AE-33 PULQUI	ARGENTINE JET PLANE
103	O-10 LEDUC	FRENCH MONOPLANE
104	MD-450 OURAGAN	FRENCH FIGHTER
105	SO-6021 ESPADAN	FRENCH JET PLANE
106	SO-M2	FRENCH JET
107	SO-6000 TRITON	FRENCH JET TRAINER
108	VG-90	FRENCH JET FIGHTER
109	NORD 1601	FRENCH RESEARCH PLANE
110	NORD 2200	FRENCH JET PLANE
111	707A DELTA WING	ENGLISH JET PLANE
112	AVRO ASTON	ENGLISH JET PLANE

## WINGS CHECKLIST

NUMBER	AIRCRAFT	DESCRIPTION
113	SUPERMARINE 535	ENGLISH JET PLANE
114	VICKERS 660	ENGLISH BOMBER
115	HAWKER P-1081	ENGLISH JET PLANE
116	SHORT SB-3	R.A.F. ANTI-SUBMARINE PLANE
117	HANDLEY PAGE 88	ENGLISH JET PLANE
118	TARGET PLANE	AUSTRALIAN JET
119	FOKKER S14	NETHERLANDS JET TRAINER
120	MIG-19	RUSSIAN JET FIGHTER
121	SAAB 29A	SWEDISH JET FIGHTER
122	F9F6 COUGAR	U.S. NAVY FIGHTER
123	YB60 HEAVY BOMBER	U.S. AIR FORCE BOMBER
124	XF 88A VOODOO	U.S. AIR FORCE FIGHTER
125	F-84-G THUNDERJET	U.S. AIR FORCE BOMBER
126	XC-99 CARGO TRANSPORT	U.S. AIR FORCE TRANSPORT
127	XC-123A AVITRUC	U.S. AIR FORCE JET
128	X-4 NORTHROP	U.S. AIR FORCE RESEARCH JET
129	PO-1W LOCKHEED	U.S. NAVY PLANE
130	S.E. 2415 GRONARDII	FRENCH TWIN-JET
131	SWIFT SUBMARINE 541	ENGLISH JET FIGHTER
132	GLOSTER GA5	ENGLISH JET FIGHTER
133	SR A-1	BRITISH JET FLYING BOAT
134	SHORT SA 4	ENGLISH JET BOMBER
135	UNKNOWN	RUSSIAN JET PLANE
136	XA2J1 SAVAGE	U.S. NAVY
137	FJ2 NORTH AMERICAN	U.S. NAVY JET BOMBER
138	AD-5 SKYRAIDER	U.S. NAVY PLANE
139	PBM-5 MARINER	U.S. NAVY AMPHIBIAN
140	XP5Y-1 VULTEE	U.S. AIR FORCE
141	TO-2 LOCKHEED	U.S. AIR FORCE
142	FX-92A VULTEE	U.S. AIR FORCE JET PLANE
143	XF 3H-1 DEMON	U.S. AIR FORCE PLANE
144	DC6A DOUGLAS	U.S. AIR FORCE
145	YRB-19A FLYING WING	U.S. AIR FORCE JET
146	TARGET AIRCRAFT	AUSTRALIAN JET
147	D.H. SEA HORNET	ENGLISH AIR FORCE
148	DH 112 VENOM	ENGLISH BOMBER
149	XH-26	U.S. ARMY HELICOPTER
150	G-80	ITALIAN AIR FORCE
151	YB1 BLACKBURN	ENGLISH MONOPLANE
152	XF90 LOCKHEED	U.S. AIR FORCE FIGHTER
153	BRISTOL 171 MK-3	BRITISH FREIGHTER
154	SARO-CIERVA AIRHORSE	BRITISH HELICOPTER
155	SIKORSKY H.C. MK-2	BRITISH HELICOPTER
156	S.O. 1120 ARIEL III	FRENCH HELICOPTER
157	BREGUET TYPE III	FRENCH HELICOPTER
158	LZ 1A	U.S. AIR FORCE HELICOPTER
159	G.C.A. MODEL 2	U.S. HELICOPTER
160	HILLER 360	U.S. HELICOPTER
161	MC-4	AMERICAN HELICOPTER
162	M-14	AMERICAN HELICOPTER
163	YH-18	U.S. AIR FORCE HELICOPTER
164	HO 4S-1	U.S. NAVY HELICOPTER
165	BOULTON PAUL P-111	ENGLISH JET PLANE
166	AVRO ATHENA T. MK-2	BRITISH TRAINING SHIP
167	T. MK-20	BRITISH TRAINING PLANE
168	BLACKBURN FIREBRAND	BRITISH NAVY FIGHTER

## WINGS CHECKLIST

NUMBER	AIRCRAFT	DESCRIPTION
169	BRISTOL 170 MK-31	BRITISH HELICOPTER
170	D.H. 104 DOVE LIGHT TRANSPORT	BRITISH TRANSPORT PLANE
171	METEOR N.F. MK-11	BRITISH JET FIGHTER
172	HANDLEY PAGE MARATHON	BRITISH TRANSPORT
173	SEA FURY MK-11	BRITISH NAVY FIGHTER
174	PERCIVAL P. 50 PRINCE TRANSPORT	BRITISH TRANSPORT PLANE
175	SHORT SEALAND	BRITISH AMPHIBIAN
176	SEA GULL	BRITISH NAVY AMPHIBIAN
177	VARITY AIRCREW	BRITISH TRAINING PLANE
178	CANADAIR FOUR	CANADIAN TRANSPORT PLANE
179	DHC-1 CHIPMUNK	CANADIAN TRAINER
180	AERO 45	CZECHOSLOVAKIAN MONOPLANE
181	HILLER HORNET	U.S. HELICOPTER
182	C.M. 88-R GEMEAUX	FRENCH RESEARCH JET
183	BREGUET 76-1	FRENCH TRANSPORT PLANE
184	C.A.S.A. 201 ALCOTAN	SPANISH MONOPLANE
185	DOUGLAS SKYROCKET	U.S. RESEARCH JET
186	FOUGA C.M. 8-R.13	FRENCH JET
187	MORANE-SAULINIER M.S. 703	FRENCH MONOPLANE
188	S.O. 30-P BRETAGNE	FRENCH AIRLINER
189	SAAB-90 A-2 SCANDIA	SWEDISH AIRLINER
190	BEECHCRAFT D18S	U.S. LIGHT TRANSPORT
191	"VAUTOUR"	FRENCH JET
192	C-1 SKIMMER	U.S. AMPHIBIAN
193	SAAB-210 DRAGEN	SWEDISH RESEARCH JET
194	CF-100 "CANUCK"	CANADIAN FIGHTER
195	MOONEY M-18L MITE	U.S. LIGHT MONOPLANE
196	TE-1 BUCKAROO	U.S. TRAINER
197	SAUNDERS-ROE	BRITISH FLYING BOAT
198	KAMAN HTK-1	U.S. HELICOPTER
199	T.H.K. 2	TURKISH AIR FORCE
200	FAIREY "GYRODENE"	BRITISH HELICOPTER

### PRICING

1	T-33	10	NM VALUE 400
100	F9F PANTHER	6	
200	FAIREY "GYRODENE"	15	NM VALUE 400
	COMMON	2	
	SET	400	
	ONE CENT WRAPPER (GLASSINE)	125	
	FIVE CENT WRAPPER	125	
	ONE CENT PACK (GLASSINE)	150	
	ONE CENT PACK (1 CARD CELLO)	60	
	ONE CENT PACK (2 CARD CELLO)	75	
	FIVE CENT PACK	200	
	TEN CENT PACK	300	
	ONE CENT BOX (EMPTY)	250	
	FIVE CENT BOX (EMPTY)	250	
	TEN CENT BOX (EMPTY)	250	

## WORLD ON WHEELS

Issued As: Wheels

ACC #: 714-24

Issue Date: 1953-54

Size: 2 5/8" x 3 3/4", 67.5 x 95.5 mm

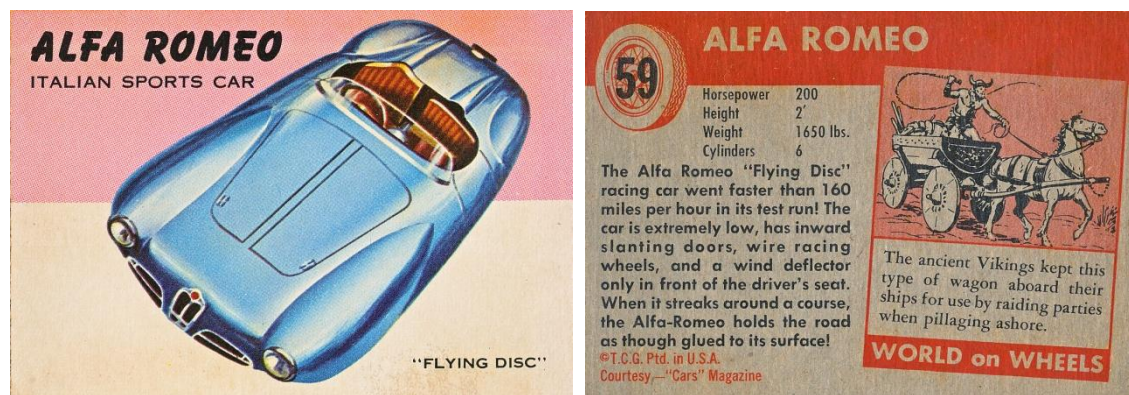
Packaging: 1 cent, 1 cent clear cellophane 5 cent, 10 cent clear cellophane

Manufacturer: Topps Chewing Gum, Inc.

Base Set Size: 180

Number of Series: 2 + 2 updates

Sheet Size: 100/200?



***World on Wheels*** is widely considered to be one of the best of all the classic Topps Giant Size Sets. Issued over a two year span in 1953-54 it features a solid combination of new and old motor vehicles in a horizontal format, all superbly illustrated and set against a white background with a prominent bar of pastel color added that takes up anywhere from about two-thirds to all of the top portion of the obverse. Also seen are a handful of cards have color bars that are somewhere between these two in length as well. This bar contains the automaker and model depicted (or year on the antique models) although there is some inconsistency throughout. A short descriptor describing the general style of the vehicle runs along the bottom of the card while the maker's emblem appears in somewhat random fashion on the cards featuring 1953 and 1954 models. This obverse color bar is full bleed on two or three borders, except for the last ten cards in the set known as the "high high" numbers (#171-180), where some do not extend to the side border while others do. All ten of these "high high" cards have partial front color blocks.

Reverses are predominantly red, except for the last ten cards (#171-180), which can also be found in blue. The reason for the blue backs has never been revealed by Topps, and it seems possible they were included either as an eye-catcher in the packs or as part of some third party promotion, perhaps at an auto show. The card number is found inside a tire to the left while fifteen percent or so of the back shows a full bleed block of color with the vehicle name within. While the last ten cards have color bars on the reverse that do not fully extend to either side border, the earlier "update" series running from #161-170 does and exclusively features 1954 models. The six 1955 models included in the final update series of ten cards each also show the model year. A short block of text is set to the left and an illustrated feature takes up the right half of the back, although it is set at a slight angle.

The illustrated feature on the card backs gives rise to the commonly used set name as the first series of 80 cards has a quiz called "World On Wheels". After this there are various runs of features detailing road



signs and Safe Bicycling Tips plus other quizzes called “See the World on Wheels”. The final ten cards revert to “World on Wheels”.

Having full bleed borders on both sides of the cards makes high grade examples quite hard to find today. Some collectors also feel the fronts can be found in two different shades of white, with the “cleaner” of the two commanding a slight premium. This may just represent natural toning of the cards but some do look whiter today than others, sometimes quite noticeably, which usually indicates a better card stock was used by Topps for at least one press run.

The first 80 cards appeared in packs for which the wrappers show a span of years from 1896-1954. What exactly was in these packs is still a matter of debate as none of the 1954 models appear in the first 80 cards while specific 1953 models start appearing and run from # 78 until well into the second series starting at #81. It therefore seems likely that eighty cards on the 100 card half sheet comprised the first run from #1-80, then another run from #81-160 was issued but there could have been elements of both series in each printing.

The 1954 update cards were probably printed with the second series but the wrapper’s vehicle dates make this a suspect argument and the cards from #161-170 are in much shorter supply than either of the first two series. These 10 cards command a premium of three times or so when compared to a low numbered card so some type of short printing definitely occurred. Cello packs have been opened well after the set was issued that hold a mix of both of the low number series plus the “high high” numbers but the sample size is not large enough to confirm any theories regarding mixing and distribution of the different series. There is also a variation involving card #7 which can be found with text identifying it as a German motorcycle or an English one, the latter being correct. Some cards are missing either the model or style descriptor; these were likely the result of human error.

What is not debatable is that the first eighty cards followed a distinct sequence based upon the color bars on the front, with 8 card groupings alternating as follows: blue, yellow, pink, green, red, blue, yellow, pink, green and red. The way the blocks are distributed shows color groupings would have been produced in specific sections on the uncut sheets, with one row upside down compared to the next, just like the 1953 baseball cards.

Cards #81-160 also follow a color pattern but it is not as precise and there are runs of two, four, eight and twelve cards within, although at least two cards in a row starting with the odd number in a sequence always have matching colors. This series is slightly more difficult to find than the first and cards sometimes sell for up to twice that of first series cards.

The last series was issued in packs showing the years covered as 1896-1955 and the last ten cards (#171-180) contain the 1955 models, although four of these “high high” numbers do not show 55’s. These are tough cards and they command a premium of approximately 10 to 20 times or more when compared to the low numbers. It has long been thought red backed cards from #171-180 were tougher than the blue backs but the supply seems to confirm just the opposite even if prices do not. Either way, these are usually hotly contested when auctioned. It is interesting to note the blue hues used on the variations matches the hues on the reverse of the 1955 All American Football cards. The manner of the printing and distribution of the last ten cards in blue is unknown.

The cards use three main fonts for the maker’s information. Antique or older cars have an “old-timey” font, while the sportier models have the maker’s name in a stylish font that is now called, fittingly enough, “Bazooka”. The latest models in the set use an Art Deco font for the maker; vehicles outside the norm generally use the Bazooka font. Card #49 shows the Long Island Automobile Museum included that is

## THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956

actually a photo; it falls in a yellow grouping. This museum provided much of the information and pictures for the antique auto's in the set. Another major supplier of information for Topps was *Cars Magazine*.

It's difficult to classify all the different groupings of vehicles as some overlap exists. The main groupings are as follows, with Antique Auto comprising roughly one-third of the set: Military, Fire Trucks, Trucks, Sports Cars, Futuristic Designs, Racers, Antique Autos, Motorcycles and Scooters, Tricycles, Buses and Coaches, a Municipal Vehicle, The Long Island Auto Museum, 1953 models, 1954 models and 1955 models.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *Non Sports Bible*, <http://www1.coe.neu.edu/~dan/wow/go.html> , Author's Research)



Typical *World on Wheels* Antique Car (Author's Collection)



Typical *World on Wheels* New Model and "Update" Series (Author's Collection)



Typical *World on Wheels* "High High" Series with both color backs shown (Author's Collection)

## WORLD ON WHEELS CHECKLIST

NUMBER	MAKER	DESCRIPTION	STYLE
1	DIAMOND T	CONCRETE MIXER	HEAVY-DUTY TRUCK
2	CUMMINS DIESEL	AMERICAN RACER	SUPERCHARGED OIL BURNER
3	CONNAUGHT	BRITISH SPORTS CAR	FAST MOVING COMPETITOR
4	BUICK	1910	TOY TONNEAU
5	MERCER	1911	RACEABOUT
6	EXCALIBUR J	SPORTS CAR	AMERICAN MAKE
7	NORTON	SEE RIGHT	ONE CYLINDER
8	LUMBER TRUCK	STRADDLE TYPE	SPECIALIZED VEHICLE
9	BUICK	1911	RUNABOUT
10	LANCIA	ITALIAN SPORTS CAR	JET STYLING
11	MASERATI	ITALIAN RACING CAR	INDIANAPOLIS CONTESTANT
12	MACK	DIESEL TRACTOR	HEAVY DUTY TRUCK
13	MAXWELL	1911	
14	GATSO	DUTCH SPORTS CAR	THE "CYCLOPS"
15	OSCA MASERATI	ITALIAN SPORTS CAR	FAMOUS NAME IN CARS
16	PIERCE ARROW	1911	STATION WAGON
17	WHITE	1910	OPERA COUPE
18	CEMO TURBO		FRENCH EXPERIMENTAL CAR
19	PEGASO	SPANISH SPORTS CAR	EIGHT CYLINDERS
20	PIERCE	1903	MOTORETTE
21	BRUSH	1911	PANEL DELIVERY
22	LAGO TALBOT	FRENCH SPORTS CAR	DURABLE 24-HOUR CHAMPION
23	LAKESTER	AMERICAN HOT ROD	CLASS C CONTEST WINNER
24	PIERCE GREAT ARROW	1905	TOURING CAR
25	AIRPORT FIRE TRUCK	FIRE ENGINE	VERSATILE FIRE ENGINE
26	COOPER-BRISTOL	RACING CAR	BRITISH COMPETITOR
27	MERCEDES-BENZ	GERMAN "SPORTS CAR" - 300 SL	RECORD BREAKER
28	FORD	1903	RUNABOUT
29	SIMPLEX	1910	SPEED CAR
30	ALFA ROMEO	ITALIAN RACING CAR	RECORD BREAKER
31	HOSE TRUCK	COMBINATION EMERGENCY FIRE ENGINE	FAST-MOVING LIFE-SAVER
32	RENAULT	1909	VICTORIA RUNABOUT
33	WILLYS	JEEP	ARMY WONDER CAR
34	BORGWARD HANSA	GERMAN SPORTS CAR	SPEEDY COMPETITOR
35	EFFYH	SWEDISH RACER	ONE CYLINDER MIDGET
36	LOCOMOBILE	1907	EXPRESS TRUCK
37	FORD MODEL T	1910	COMMERCIAL ROADSTER
38	KENZ	TWIN FORD HOT ROD	WORLD'S FASTEST
39	BRM	BRITISH RACING CAR	GOVERNMENT-BACKED
40	COLUMBIA	1900	SURREY
41	STANLEY STEAMER	1911	TOURING CAR
42	M24 TANK	LIGHT TANK	"GENERAL CHAFFEE"
43	TWIN TANKER	AMERICAN HOT ROD	ITALIAN DESIGN
44	PANHARD	1902	RACER
45	FRANKLIN	1904	REAR ENTRANCE TOURING CAR
46	BELLY TANK	3-WHEELER	AMERICAN HOT ROD
47	U.S. ARMY	ANTI-AIRCRAFT HALF-TRACK	HEAVY FIREPOWER
48	PACKARD	1912	LAUNDALET
49	LONG ISLAND AUTOMOTIVE MUSEUM		
50	DREAM CAR	TWO PLACE ASTRA-COUPE	CAR OF THE FUTURE
51	VERITAS	GERMAN SPORTS CAR	SIX CYLINDERS
52	LOCOMOBILE	1899	STANHOPE
53	STUDEBAKER	1906	TOURING CAR
54	CUNNINGHAM	AMERICAN SPORTS CAR	EIGHT CYLINDER
55	U.S. ARMY	2 1/2 TON TRUCK	PERSONNEL AND CARGO CARRIER

GERMAN	BRITISH
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## WORLD ON WHEELS CHECKLIST

NUMBER	MAKER	DESCRIPTION	STYLE
56	CADILLAC	1906	TOURING CAR
57	VIM	1916	STAGE
58	DREAM CAR	CURVISION REAR-ENGINE COUPE	CAR OF THE FUTURE
59	ALFA ROMEO	ITALIAN SPORTS CAR	"FLYING DISC"
60	SUCCESS	1906	AUTO BUGGY
61	WHITE STEAMER	1906	TOURING CAR
62	U.S. ARMY	40-MM DUAL SELF-PROPELLED GUNS	ARMORED GUN CARRIER
63	FERRARI	ITALIAN RACING CAR	SPEED KING
64	PIERCE ARROW	1916	RACEABOUT
65	THOMAS FLYER	1910	RACEABOUT
66	JAGUAR	XK SUPER SPORTS CAR	BRITISH SPORTS CAR
67	DELAHAYE	FRENCH SPORTS CAR	THE CUSTOM COACHMAKER'S DREAM
68	OAKLAND	1911	ROADSTER
69	KNOX	1904	SURREY
70	1500 GALLON PUMPER	FIRE ENGINE	MOVING WATER SUPPLY
71	LINCOLN-MERCURY	EXPERIMENTAL CAR-XL500	FIBERGLASS BODY
72	HUDSON	1911	TOURING CAR
73	FORD	1906	RUNABOUT
74	CADILLAC	EL DORADO-1953	CONVERTIBLE
75	WILLYS	AERO-FALCON 1953	TWO DOOR SEDAN
76	PEERLESS	1913	ROADSTER
77	NORTHERN	1904	REAR ENTRANCE TOURING CAR
78	HUDSON	WASP-1953	FOUR DOOR SEDAN
79	PLYMOUTH	CRANBROOK-1953	CONVERTIBLE CLUB COUPE
80	PIERCE	1905	STANHOPE
81	DODGE	CORONET-1953	TWO DOOR SEDAN
82	HENRY J.	CORSAIR DELUXE	TWO DOOR SEDAN
83	PONTIAC	CHIEFTAN-1953	DELUXE CONVERTIBLE
84	LINCOLN	CAPRI-1953	HARDTOP CONVERTIBLE
85	U.S. ARMY	48 MEDIUM GUN TANK	ARMORED GUN CARRIER
86	CHRYSLER	"SPECIAL" SPORT MODEL	EXPERIMENTAL CAR
87	GENERAL MOTORS	LE SABRE	EXPERIMENTAL CAR
88	NASH	AMBASSADOR-1953	TWO DOOR SEDAN
89	CHEVROLET	BEL AIR-1953	TWO DOOR SEDAN
90	FORD	1915	FIRE CHIEF & RUNABOUT
91	CHRYSLER	NEW YORKER-1953	CLUB COUPE
92	MERCURY	CUSTOM -1953	TWO DOOR SEDAN
93	STUDEBAKER	CHAMPION-1953	HARDTOP CONVERTIBLE
94	FORD	COUNTRY SQUIRE-1953	STATION WAGON
95	BUICK	GENERAL MOTORS-XP300	EXPERIMENTAL CAR
96	HEALEY SILVERSTONE	BRITISH SPORTS CAR	ULTRA-LIGHT
97	PACKARD	PATRICIAN-1953	FOUR DOOR SEDAN
98	KAISER-FRAZER	AMERICAN SPORTS CAR DKF-161	PLASTIC BODY
99	BUICK	ROADMASTER-1953	HARDTOP CONVERTIBLE
100	PONTIAC	LE PARISIENNE	EXPERIMENTAL CAR
101	ELGIN	SWEEPER TRUCK	UTILITY VEHICLE
102	CISITALIA	ITALIAN SPORTS CAR	FAST RUNABOUT
103	FORD	SCHOOL BUS	60 PASSENGERS
104	NAPIER	1904	TOURING CAR
105	ADAMS-FARWELL	1906	STANHOPE
106	ALLARD	BRITISH SPORTS CAR	SPEED-LINED BEAUTY
107	DREAM CAR	ALLEN WILLIAMS DESIGN	THREE WHEELED
108	MOON	1912	RACEABOUT
109	LEON BOLLEE	1898	TRICYCLE
110	APACHE	AMERICAN HOT ROD	HAND BUILT ROADSTER

## WORLD ON WHEELS CHECKLIST

NUMBER	MAKER	DESCRIPTION	STYLE
111	NARDI	ITALIAN RACING CAR	GRAND PRIX RACER
112	DE DION BOUTON	1896	TRICYCLE
113	OLDSMOBILE	1905	COACH
114	DREAM CAR	SAKHNOFFSKY DESIGN	NEW LOOK IN SPORTS CAR
115	RELIANT	BRITISH SPORTS CAR	THREE-WHEELED BANTAM
116	KNOX	1905	RUNABOUT
117	FORD-LA FRANCE	1920	CHEMICAL HOSE TRUCK
118	KURTIS	AMERICAN SPORTS CAR	TWO-SEATER SPEEDSTER
119	HUDSON	SUPER JET	EXPERIMENTAL CAR
120	OHIO	1908	ROADSTER
121	BREWSTER	1915	TOWN CAR
122	FIAT	ITALIAN SPORTS CAR	FAST RUNABOUT
123	FRAZER-NASH	BRITISH SPORTS CAR	ROAD-HOLDING ROADSTER
124	PACKARD	1904	TONNEAU
125	STEVENS-DURYEA	1910	ROADSTER
126	TRIUMPH	BRITISH SPORTS CAR	STREAMLINED ROADSTER
127	RILEY	BRITISH SPORTS CAR	ROADSTER
128	HUDSON	1912	ROADSTER
129	HOFFMAN-VESPA	ITALIAN-MADE	MOTOR SCOOTER
130	VOLKSWAGEN	CONVERTIBLE	GERMAN MAKE
131	M.G.	BRITISH SPORTS CAR	MIGHTY MIDGET
132	FORD	CARGO KING	LUMBER TRUCK
133	PACKARD	1904	RACING CAR
134	LUCCIOLA	ITALIAN MAKE	MINIATURE CAR
135	REEVES	1911	OCTOAUTO
136	GLASSPAR	DETACHABLE BODY	COMPLETELY FIBERGLASS
137	LAND ROVER	BRITISH MAKE	FOUR-WHEEL DRIVE
138	SIATA	ITALIAN SPORTS CAR	CHRYSLER-POWERED
139	CHECKER	TAXICAB	6 PASSENGERS
140	KAISER	DE LUXE-1953	FOUR-DOOR SEDAN
141	CARTERCAR	1913	THREE PASSENGER COUPE
142	THOMAS	1905	LIMOUSINE
143	NSU-LAMBRETTA	ITALIAN MAKE	MOTOR SCOOTER
144	GREYHOUND BUS	SCENICRUISER	DOUBLE DECKER
145	AMERICAN-LA FRANCE	1911	HOSE TRUCK
146	COLUMBIA	1906	DOUBLE VICTORIA
147	KNOX	1905	SURREY
148	APPERSON	1908	TOY TONNEAU
149	OLDSMOBILE	1904	LIGHT TONNEAU
150	COLUMBIA	1904	LIMOUSINE
151	KNOX	1904	TOURING CAR
152	OLDSMOBILE	1912	DEFENDER COUPE
153	POPE-TOLEDO	1904	TOURING CAR
154	POPE-HARTFORD	1902	REAR ENTRANCE TOURING CAR
155	COLUMBIA	1905	ROYAL VICTORIA
156	ROYAL	1906	TOURING CAR
157	GENERAL MOTORS	1912	ELECTRIC TAXICAB
158	COLUMBIA	1905	LANDAULET
159	THOMAS FLYER	1904	LIMOUSINE
160	HAYNES-APPERSON	1905	LIGHT TOURING CAR
161	CHEVROLET 1954	CORVETTE	SPORTS CAR
162	MERCURY 1954	MONTEREY	PLEXIGLASS ROOF COUPE
163	PACKARD 1954	CARIBBEAN	TWO DOOR CONVERTIBLE
164	CADILLAC 1954	SERIES 62	FOUR DOOR SEDAN
165	MINIATURE CAR 1954	GERMAN MAKE	FAMILY MACHINE

## WORLD ON WHEELS CHECKLIST

NUMBER	MAKER	DESCRIPTION	STYLE
166	HUDSON 1954	ITALIA	CLOSED COUPE
167	MICROBO 1954	FRENCH MAKE	MINIATURE CAR
168	BRISTOL 1954	BRITISH MAKE	CONVERTIBLE
169	FORD 1954	THUNDERBIRD	SPORTS CAR
170	BUICK 1954	SKYLARK	SPORTS CAR
171	PONTIAC	STRATO-STAR	DREAM CAR
172	CHEVROLET	BISCAYNE	DREAM CAR
173	BUICK	WILDCAT III	DREAM CAR
174	MESSERSCHMITT	GERMAN MAKE	"MIGHT MITE"
175	DE SOTO 1955	FIREFLITE	CONVERTIBLE
176	CHRYSLER 1955	THE "300"	CUSTOM MADE
177	CADILLAC 1955	ELDORADO BROUGHAM	LUXURY SHOW CAR
178	NASH 1955	RAMBLER "CROSS COUNTRY"	STATION WAGON
179	DODGE 1955	CUSTOM ROYAL LANCER	V-8 CONVERTIBLE
180	FORD 1955	CROWN VICTORIA	TRANSPARENT ROOF

	RED BACK		BLUE BACK
	RED BACK		BLUE BACK
	RED BACK		BLUE BACK
	RED BACK		BLUE BACK
	RED BACK		BLUE BACK
	RED BACK		BLUE BACK
	RED BACK		BLUE BACK
	RED BACK		BLUE BACK
	RED BACK		BLUE BACK
	RED BACK		BLUE BACK
	RED BACK		BLUE BACK

### PRICING

1	DIAMOND T	10
7	NORTON (ENGLISH)	4
161	CHEVROLET 1954 - CORVETTE	75
169	FORD 1954 - THUNDERBIRD	125
180	FORD 1955 - CROWN VICTORIA	200
	COMMON (1-80)	2
	COMMON (81-160)	4
	COMMON (161-170)	25
	COMMON BLUE BACK (171-180)	40
	COMMON RED BACK (171-180)	60
	SET (170 RED/10 BLUE)	1250
	ONE CENT WRAPPER (1896-1954)	25
	ONE CENT WRAPPER (1896-1955)	125
	FIVE CENT WRAPPER (1896-1954)	20
	FIVE CENT WRAPPER (1896-1955)	100
	ONE CENT PACK (1896-1954)	40
	ONE CENT PACK (1896-1955)	150
	FIVE CENT PACK (1896-1954)	50
	FIVE CENT PACK (1896-1955)	200
	TEN CENT CELLO PACK	300
	ONE CENT BOX (EMPTY)	200
	FIVE CENT BOX (EMPTY)	200



## X-RAY ROUNDUP

Issued As: **Pixie, X-Ray Roundup**

ACC #: **R714-25**

Issue Date: **1949**

Size: **7/8" x 1 7/16", 22 x 36.5 mm**

Packaging: **1 cent tab**

Manufacturer: **Topps Chewing Gum, Inc.**

Base Set Size: **200**

Number of Series: **2**

Sheet Size: **100 or 200, possibly both**



***X-Ray Roundup*** is a colorful set of 200 tab sized cards issued as an insert with a bubble gum dubbed ***Pixie***. The fronts feature well illustrated portraits, done in the same manner as the ***Soldiers of The World*** set from this year (but also feature numbers within the picture) of Pirates, Indians, Wild West figures, African Tribesmen and a handful of screen stars who appeared in Westerns, most notably Mae West. The backs featured drawings that were hidden in a picture and were revealed by using a piece of red “x-ray paper”.

The first series predominantly featured portraits of Indians clearly inspired by and cribbed from an old 19<sup>th</sup> Century Allen & Ginter set called **American Indian Chiefs (ACC # N2)**. Pirates and Screen Stars are well represented in this series plus there are a few Wild West figures and Savage Tribesmen as well. There does not seem to be an identifiable aboriginal source for the Tribesmen or Wild West figures. The Pirates look to have been copied from another Allen & Ginter set called **Pirates of the Spanish Main (ACC # N19)**.

A second series followed, with a few Indian Chiefs and a full array of Tribesmen plus more Pirates and Indians. Ten more Screen Stars added some current flavor to this series. In addition, the paper wrapper's interior advertised that an album could be ordered from Topps to house the set for fifteen cents. Advertisements in comic books also advertised 10 Wild West cards plus a magic spyglass (a small, red plastic “viewer” that resembled a tiny magnifying glass) for a nickel. As the ad stated there were ten series of ten cards each, this must have included the Indians as well plus a handful of other subjects. It is unclear if a similar deal helped to sell off the other 100 cards in the set but it seems probable.

The ***Pixie*** wrapper can be found with or without a small circle on the flap portion that states “lbp” for Lord Baltimore Printing. It's likely but not certain this small logo appeared on first series packs and was removed for the second. This little logo also appears on the ***Stop n Go*** (License Plates) tabs and penny ***Magic Photo*** packs. There may have been an inconsistent use of this logo or it could signify a time frame tying these three sets together. The interior wrapper holding the gum was made of a green, waxed paper.

Uncut sheets of 100 are known for both series; in 100 subject stamp sheets can be found, as can 25 card quadrants, the latter issued as premiums for a product called “Aunt Hannah's Bread”, which was sold in the Northeast United States. These sheets had two holes punched in them to allow insertion in an

associated album. Stamps issued in this fashion were called “Portrait Trading Stamps”. Artwork for the set was auctioned by Topps in 1989.

Vending boxes for *X-Ray Roundup* are known; a case of six, 500 card boxes, with sleeves made of gray cardboard were found by Mickey’s Sportscards among a collection that featured a lot of cards from O-Pee-Chee in Canada. Only about 30 different numbers were found in this vending run so collation was quite poor, although different groupings may have been available at different times to the amusement parks and arcades that would have sold these.

The subject breakdown is as follows and is drawn from direct observation as there are no categories indicated on the cards *per se*:

<u>Category</u>	<u>Series 1</u>	<u>Series 2</u>	<u>Total</u>
Indians	41	9	50
Pirates	25	20	45
Wild West/Western	8	25	33
Tribesmen	9	36	45
Screen Stars	<u>17</u>	<u>10</u>	<u>27</u>
	100	100	200

A number of the tribesmen do not have a further description under their name (or generic description, in some instances). This suggests they were taken directly from another source as yet unidentified. The Screen Stars sometimes have a specific movie shown and these had release dates ranging from April 26, 1948 to May 26, 1949. A couple of these movies were either never released or had title changes. Some correlation exists with the *Flip-O-Vision* set from 1949 and the Movie Star subsets of *Magic Photo*. There are a number of typographical errors as well.

(Sources: *The Sport Americana Price Guide to the Non Sports Cards 1930-1960*, *American Tobacco Cards*, <http://www1.coe.neu.edu/~dan/R714-25/go.html>, Mickey’s Sportscards, Author’s Research)



X-Ray Roundup Vending Box (Courtesy Mickey’s Sportscards)

**X-RAY ROUNDUP CHECKLIST**

	NUMBER	NAME	DESCRIPTION
	1	GERONIMO	APACHE TRIBE
	2	SITTING BULL	CHIEF OF THE DAKOTA SIOUX
	3	BLACK BEARD	CRUELEST OF ALL PIRATES
	4	CHIEF GALL	HUNKPAPA SIOUX TRIBE
	5	PORTUGUESE BARTHELEMY	WEST INDIES PIRATE
	6	RED SHIRT	DAKOTA SIOUX TRIBE
	7	BLACK HAWK	SAC & FOX TRIBE
	8	CAPTAIN KIDD	MOST BLOODTHIRSTY OF ALL PIRATES
	9	PIERRE PICARD	ATTACKED CITY OF MARACAYBO
	10	SIR HENRY MORGAN	COMMANDER OF 37 PIRATE SHIPS
	11	CAPTAIN BRADLEY	RAIDED PANAMA CITY
	12	STRIKER	APACHE TRIBE
	13	CAPTAIN EDWARD LOW	BLOODTHIRSTY PIRATE CHIEF
	14	IRON BULL	CROW TRIBE
	15	WETCUNIE	OTOES TRIBE
	16	ANNE BONNEY	WOMAN PIRATE
	17	ALWAYS RIDING	YAMPAH UTE TRIBE
	18	BIG ELK	PONCA TRIBE
	19	SPOTTED TAIL	BLACKFEET SIOUX TRIBE
	20	BIG SNAKE	WINNEBAGOES TRIBE
	21	CHIEF JOSEPH	NEX PERCES TRIBE
	22	CAPTAIN BART ROBERTS	HANGED ON THE GALLOWES
	23	KING OF THE CROWS	CROW TRIBE
	24	DEER HAM	IOWAY TRIBE
	25	BLACK HAWK	DAKOTA SIOUX TRIBE
	26	CLAM FISH	WARM SPRINGS TRIBE
	27	WHITE SWAN	LOWER YANKTONAS SIOUX
	28	ARKIKITA	OTOES TRIBE
	29	BIG BEAR	MISSOURIA TRIBE
	30	BIG CHIEF	PONCA TRIBE
	31	BARTHOLOMEW SHARP	BUCCANEER OF THE SPANISH MAIN
	32	BULL HEAD	PAWNEE TRIBE
	33	RED THUNDER	BLACKFEET SIOUX TRIBE
	34	CAPTAIN FRANCIS SPRIGGS	MASTER OF THE SHIP "DELIGHT"
	35	SAM BELLAMY	TERRORIZED NEW ENGLAND COAST
	36	HAIRY BEAR	WINNEBAGOES TRIBE
	37	CAPT. CHARLES VANE	HANGED AT JAMAICA
	38	AGATE ARROW POINT	FOUGHT DUEL TO SAVE HER LOVER
	39	MARY READ	WARM SPRINGS TRIBE
	40	GENERAL GEORGE A CUSTER	INDIAN FIGHTER
	41	CALAMITY JANE	FAMOUS FIGURE OF THE OLD WEST
	42	NED ENGLAND	WAS MAROONED AT MAURITIUS
	43	WILLIAM F CODY	(BUFFALO BILL) SCOUT AND MARKSMAN
	44	CAPT. JACK RACKAM	HANGED AT GALLOWES POINT 1720
	45	YELLOWSTONE KELLY	INDIAN FIGHTER
	46	KIT CARSON	INDIAN FIGHTER
	47	MANSVELT	SACKED THE KINGDOM OF GRANADA
	48	CALIFORNIA JOE	WESTERN SCOUT
	49	BILLY THE KID	WESTERN OUTLAW
	50	MOSES VAUCLIN	SHIP DESERTER AND MUTINEER
	51	CAPTAIN MARTEL	DARING SEA RAIDER
	52	JESSE JAMES	FAMED OUTLAW
	53	ANDY CLYDE	FEATURED IN "CRASHING THRU"
	54	RAYMOND HATTON	IN THE MOTION PICTURE "GUNNING FOR JUSTICE"
	55	JOHN GOW	PIRATE OF BARBARY COAST

**X-RAY ROUNDUP CHECKLIST**

NUMBER	NAME	DESCRIPTION
56	GILBERT ROLAND	STARRING IN "THE DUDE GOES WEST"
57	JAMES GLEASON	IN THE MOTION PICTURE "THE DUDE GOES WEST"
58	PETER THE GREAT	PIRATE OF TORTUGA
59	CATHY DOWNS	FEATURED IN "WHEN A MAN'S A MAN"
60	HOWEL DAVIS	PIRATE CHIEF KILLED IN ACTION
61	ROBERT PRESTON	FEATURED IN "TULSA"
62	SIEUR DE MANTAUBAN	BECAME PIRATE AT AGE OF 16
63	BARTON MACLAINE	IN "THE DUDE GOES WEST"
64	THOMAS ANTSIS	MURDERED BY HIS CREW
65	JOHNNY MACK BROWN	IN "GUNNING FOR JUSTICE"
66	JIMMY WAKELY	STARRING IN "GUN LAW JUSTICE"
67	BARRY SULLIVAN	IN "BADMAN OF TOMBSTONE"
68	MONTBAR	BRUTAL PIRATE LEADER
69	CANNIBAL CHIEF ZUMPERI TRIBE	ZUMPERI TRIBE
70	CANNONBALL TAYLOR	IN "THE RANGERS RIDE"
71	GUY MADISON	STARRING IN "WHEN A MAN'S A MAN"
72	A BOWMAN	FALI TRIBE
73	SCOTT BRADY	IN "MONTANA BELLE"
74	A "FUZZIE-WUZZIE"	HADENDOWAH TRIBE
75	MAX TERHUNE	IN "HIDDEN DANGER"
76	WHIP WILSON	STARRING IN "STAMPEDE"
77	JOHNNY MACK BROWN	IN "HIDDEN DANGER"
78	RED CAMERON	STARRING IN "STAMPEDE"
79	A BASSARI TRIBESMAN	FRENCH WEST AFRICA
80	CHIEF BLACK KETTLE	CHEYENNE LEADER
81	BRITISH	IOWAY TRIBE
82	SUDANESE WARRIOR	
83	MAN AND CHIEF	PAWNEE TRIBE
84	CAYATANITA	NAVAJO TRIBE
85	A BELL RINGER	KONKOMBO TRIBE
86	KEOKUK	SAC & FOX TRIBE
87	WHITE BEAR	KIOWAS
88	RED BIRD	CHIPPEWAY
89	NOON DAY	CHIPPEWAY TRIBE
90	GREAT BEAR	DELAWARE TRIBE
91	MANY HORNS	BLACKFEET SIOUX TRIBE
92	SITTING BULL	SIOUX WARRIOR AND MEDICINE MAN
93	LITTLE WOLF	CHEYENNE TRIBE
94	CROW'S BREAST	GROS VENTRES TRIBE
95	A GUARDSMAN	ASHANTI TRIBE
96	TRUE EAGLE	MISSOURIA TRIBE
97	A SENEGAL TRIBESMAN	
98	BIG RAZOR	BLACKFEET SIOUX TRIBE
99	TWO MOONS	CHEYENNE TRIBE
100	A CONGO BUSHMAN	
101	CHIEF LITTLE CROW	SIOUX TRIBE
102	A KARAMOJO TRIBESMAN	
103	TRAILING-THE-ENEMY	KIOWA TRIBE
104	OLD BULL	SIOUX TRIBE
105	LEAN WOLF	GROS VENTRES TRIBE
106	LITTLE CHIEF	CHEYENNE TRIBE
107	A KAKUYU TRIBESMAN	
108	RED CLOUD	SIOUX TRIBE
109	LONE WOLF	KOWA TRIBE
110	BLACK EYE	BLACKFEET SIOUX TRIBE

**X-RAY ROUNDUP CHECKLIST**

NUMBER	NAME	DESCRIPTION
111	A LION HUNTER	
112	RUSHING BEAR	PAWNEE TRIBE
113	A LUMBWA WARRIOR	
114	DANIEL BOONE	FAMOUS FRONTIERSMAN
115	A KAVIRONDO CHIEFTAN	
116	A CHIEF OF THE AZANDE TRIBE	
117	CAPT. MERRIWEATHER LEWIS	EXPLORER OF THE WEST
118	A SPEARMAN	NYAM-NYAM TRIBE
119	OLD WARRIOR	A DIDINGA TRIBE
120	ANNIE OAKLEY	CRACK SHOT
121	A BOATMAN	FROM THE NIGER DELTA
122	A GUARDSMAN	KITUMBENE TRIBE
123	WILD BILL HICKOK	FRONTIERSMAN
124	A PYGMY CHIEF	AYBUTI TRIBE
125	BAT MASTERSON	DEPUTY SHERIFF OF DODGE CITY
126	LEE NEUMAN	WESTERN BADMAN
127	PAT GARRETT	SHERIFF WHO SHOT BILLY THE KID
128	FIGHTING MAN	REI-BOUBA TRIBE
129	CONGO WARRIOR	SHILLUCK TRIBE
130	CONGO FIGHTER	
131	BOB DALTON	WESTERN OUTLAW
132	FRANK DALTON	SHERIFF
133	JOHN KING FISHER	DEPUTY SHERIFF
134	ELEPHANT HUNTER	CENTRAL AFRICA
135	JOHN SELMAN	WESTERN GAMBLER AND BADMAN
136	HORSEMAN	FROM THE NIGER VALLEY
137	J.H. (DOC) HOLLIDAY	WESTERN BADMAN
138	TOM SMITH	MARSHALL OF ABILENE
139	JOHN PHILLIPS	KILLED IN A MUTINY
140	BEN CRAVENS	WESTERN OUTLAW
141	ROSE OF THE CIMARRON	OKLAHOMA OUTLAW
142	SEBE BARNES	OUTLAW AND GUNMAN
143	SAM BASS	WESTERN BADMAN
144	CATTLE ANNIE	WOMAN OUTLAW
145	LITTLE BREECHES	WOMAN OUTLAW
146	MICKEY FREE	GOVERNMENT SCOUT
147	STEDE BONNET	HANGED AT CHARLESTON
148	BILL DALTON	OUTLAW
149	CAPTAIN HALSEY	AMERICAN PIRATE
150	CAPTAIN WORLEY	KILLED IN BATTLE
151	GRAT DALTON	WESTERN OUTLAW
152	JACK AVERY	CAPTURED RICH ARABIAN SHIP
153	WILLIAM FLY	CAPTURED BY HIS OWN PRISONERS
154	ARKANSAS TOM	OUTLAW AND BADMAN
155	ROC, THE BRAZILIAN	CRUEL PIRATE LEADER
156	SIEUR DE GRAMMONT	SACKED THE CITY OF VERA CRUZ
157	MICHEAL LE BASQUE	BURNED THE CITY OF GIBRALTAR
158	CAPT. JACK CRAWFORD	POET AND SCOUT
159	CAPTAIN CONDENT	PARDONED BY THE KING
160	CAPT. WM. J. FETTERMAN	INDIAN FIGHTER
161	JOHN DAVIS	SACKED THE TOWN OF GRENADA
162	GEORGE LOWTHER	CAPTAIN OF THE VESSEL "HAPPY DELIVERY"
163	CAPTAIN LEWIS	STARTED PIRATE CAREER AT AGE OF 15
164	PIERRE FRANCOIS	DARING PIRATE OF TORTUGA
165	ALEXANDER BRAS-DE-FER	PIRATE OF TORTUGA

## X-RAY ROUNDUP CHECKLIST

NUMBER	NAME	DESCRIPTION
166	LEWIS SCOT	SACKED THE CITY OF CAMPECHE
167	BRADISH	EXECUTED IN ENGLAND
168	CAPTAIN TEW	KILLED BY CANNON FIRE
169	CAPTAIN SAWKINS	RAIDED PANAMA WITH 300 PIRATES
170	LAWRENCE DEGRAFF	LED 1200 PIRATES AGAINST VERA CRUZ
171	JOHN IRELAND	STARRED IN "I SHOT JESSE JAMES"
172	MAE WEST	AS DIAMOND LIL
173	FUZZY ST. JOHN	FAMOUS WESTERN STAR
174	GINNY JACKSON	SCREEN STAR
175	HENRY HULL	FAMOUS STAGE AND SCREEN STAR
176	SUDANESE RAIN DANCER	IN REIGN OF TERROR
177	BAGO YANGI	SNAKE DANCER
178	ZULU BODYGUARD	
179	KING OF THE BAKUBAS	
180	MONGO TRAILER	
181	WANDEROBO	PLAINSMAN
182	LALA JUNGLE KING	
183	WATOSI WARRIOR	
184	NATIVE NAGAOUNDERE	
185	COLOR GUARD OF DAHOME YEN	
186	NUBIAN FIGHTER	
187	KALAHAI DESERT MAN	
188	TIMBUCTOO MUSICIAN	
189	SOUTH HIGHLAND WARRIOR	
190	NEW GUINEA HEADSMAN	
191	NATIVE OF TIMBUCTU	
192	RHODESIAN AXEMAN	
193	NATIVE OF NIGERIA	
194	KAFFIR SPEARMAN	
195	BAKWESE FIGHTER	
196	RICHARD BASEHART	IN "I SHOT JESSE JAMES"
197	REED HADLEY	IN "I SHOT JESSE JAMES"
198	FUZZY KNIGHT	POPULAR WESTERN STAR
199	DOUGLAS DUMBRILLE	FAVORITE SCREEN VILLIAN
200	MARY BETH HUGHES	FEATURED IN "RIMFIRE"

### PRICING

COMMON	4
SEMI STAR	7
SET	800
WRAPPER	40
PACK	60
BOX (EMPTY)	125
ALBUM	200
X-RAY FILM	15
PLASTIC VIEWER	25
STAMP SHEET (25)	150
STAMP ALBUM PAGE	25



## TOPPS CORPORATE MEMORABILIA

While no known American Leaf Tobacco Company ephemera exists and there are only three known matchbook designs to memorialize American Gas Stations, there is a wealth of Topps memorabilia that can be collected. In addition to sell sheets and trade announcements, which will not be covered until the next edition of this guide due to time restraints, *Topps* Gum packs and Candy wrappers are quite collectible, as are, of course, Bazooka Joe and other early comics. Topps produced a dizzying amount of promotional materials over the years, especially in relation to *Bazooka* and most are quite reasonable.

## GUM

TOPPS GUM · CLOR-AID GUM · BOZO GUMBALLS · PREMIUM CERTIFICATES · DISPLAYS



65 year old Topps Gum Tab, with score line (Author's Collection)

While fortunes have been built on less, the Shorin family was able to build theirs a penny at a time due to the success of their one cent *Topps* gum tabs. The first *Topps* gum tabs bore 1939 copyrights but hit the streets in December of 1938. The gum tabs in the wrappers measure about 1 5/16" x 7/8" and are 1/8" thick. The ends of the foil wrapped tabs extend past the outer wrapper, which measures almost 1 3/16" wide. The gum itself is scored to break into two smaller pieces. There are two versions of the 1939 wrappers with one showing New York City as the place of manufacture and the other Brooklyn.



1939 *Topps* Gum New York City variants (courtesy Jeff Shepherd)

While the co-manufacturing site of Chattanooga shared space with it on some candy bars in the mid-1940's, Brooklyn was shown as the place of manufacture on all other Topps products through the late spring of 1969 when it was changed to Duryea, Pennsylvania, so the New York City pieces seem to have been produced first. These wrappers trumpeted four flavors: Peppermint, Spearmint, Cinnamon and

Ginger. All prominently display “TOPPS” and the phrase “It’s Refreshing”, which appears on all versions of the gum in both 1939 and 1946. Two tone color schemes specific to each flavor also feature white accents that essentially divide the upper and lower halves of the wrapper on both sides. The backs of these New York City paper wrappers have a smaller “TOPPS” at the top plus some additional text incorporating the flavor, with descriptive text in an area in the middle and do not feature ingredient lists. The bottom portion of the back states “ONLY natural flavors” below which appears the manufacturing information and then *indicia* tucked under from atop the front of the pack concerning patent and copyright details. Gum flavors are boldly proclaimed on the top and bottom edges of the tab.



1939 *Topps Gum* Brooklyn Variants (courtesy Jeff Shepherd)

By the time the Brooklyn wrappers appeared, also spelling out New York, Ginger had been replaced by Pepsin while the other three flavors remained. Wax inner wraps are featured on the Brooklyn 39’s and indicate a change may have taken place after the US entered World War 2, when tin foil was rationed. These wrappers look identical on the front to the other 39’s. The text on the back features “TOPPS” again, this time in letters slightly larger than the New York City wrappers but smaller than on the front. The text portion in the middle was replaced by the phrase “Only Natural Flavors” below which an ingredient list appeared then the manufacturing information. The *indicia* is once again tucked under. Gum flavors for the Brooklyn 39’s appear only on the bottom of the tab. Why Topps failed to obtain a new copyright or stuck with the 1939 copyright for this wrapper is a bit of a mystery.



1946 *Topps Gum* (courtesy Jeff Shepherd/ Author’s Collection)

After the war a 1946 copyright was added to the packaging, which, due to the ongoing lack of some ingredients, dropped the phrase “Only Natural Flavors” although foil inner wraps returned. The backs essentially replicate the fronts on the 46’s and the ingredients list has been moved to the top edge of the tab while the bottom edge retained the flavor. Once again the *indicia* is tucked under and 1946 is the last copyright date to appear on commercially sold one cent *Topps* Gum tabs.

The 1946 dated tabs are the easiest by far to find. Both 1939 styles are difficult, the New York City variation in particular and Ginger would be the toughest flavor from this year. There is also a Fruit flavor that may be related to testing of *Bazooka*; the date of copyright for this has not been verified but is presumed to be 1946 and is a rare piece. Peppermint and Spearmint were generally produced in quantities that were double that of the other flavors.



1946 *Topps* Gum Counter Display (Author's Collection)

*Topps* gum tabs for the retail markets were sold in pre-packaged round containers, about 5 inches in diameter and 2 7/16” tall, adorned with plenty of colorful *Topps* graphics. These would come in a blue box, with the gum tabs already in place in the containers, along with a premium certificate that the retailer could save to build up redemption points for gifts and an ad topper to help sales. One variety of the three known types of containers is clearly made of cardboard and is dated 1942; a similar tub exists from 1942 as well with foil highlights and there is also a foil tub with a 1946 copyright. The plain cardboard version is harder to find than the foil versions, of which the 1946 tub is the easiest. Intact boxes, *Topps* branded and strikingly blue, containing gum-filled tubs, a point of display sign and premium certificate, are also sometimes encountered; these are scarce.

Some later *Topps* Gum wrappers had a feature on the reverse called “daffy-nitions”, which were just nonsense sayings in a text format. Potentially related is a Mini Movie Lobby Card, where only one title is known, for *Yes Sir That's My Baby*, an August 1949 release that may also have been tied to *Flip-o-vision*. This little lobby card may have been issued with *Topps* Gum as an insert.

*Topps* also manufactured gum tabs for “automatic merchandising” equipment, i.e. vending machines, albeit ones that were more like the venders that sold cigarettes. It's possible there is some point of sale advertising associated with these machines but if so it would be pretty scarce. There was also a 1940's wooden columnar counter display that *Topps* patented but did not take coins; this may have been designed for taverns and restaurants and is not necessarily identifiable as a *Topps* product. While not impossible, these wooden displays are tough pieces and probably predate the cardboard tubs. Other display items may have been produced as well and are either lost to time or unidentifiable as being a *Topps* product.



## THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956



Topps 1/2 Premium Certificate with Sept. 30, 1945 Expiry (Author's Collection)

The premium certificates originally had “Topps” as the issuer and they slowly morphed into a “Topps-Bazooka” or Bazooka-Topps” configuration before going over completely to “Bazooka” around 1956. They were made of high-quality bond security paper in the early days and all had embossed serial numbers and carried expiration dates. These came in various values and sizes over the years and sometimes had a side panel or “stamp” that could be detached at a perforation. The earliest dates seen have expirations in 1943. These certificates, even the early ones, can be found without too much trouble and generally sell for \$10 or so in nice shape with the Topps branding. Later *Bazooka* certificates can be found for even less.



Topps Gum Military Field Rations Flat and Round – front & back – (third party images courtesy Jeff Shepherd)

Topps also provided Peppermint gum for U.S. Military field rations and at least two types of these exist. Both are more rounded in appearance than the traditional gum tabs, and one is a little more cylindrical than the other. Both have a 1949 copyright date. There may be additional styles of these but all should be considered hard to find and many would be in the collections of military collectors.



Topps Gum Nuggets Early Packaging (Author's collection from matchbook/courtesy Jeff Shepherd)



Topps Gum Nuggets later packaging (Courtesy Jeff Shepherd)

*Topps* Gum also was marketed in “nugget” form in at least two different configurations. The first was a mint coated gum known simply as *Topps* and it resembled white versions of American Chicle’s *Clorets* or *Chiclets*. These were sold in a box closely resembling the competing product for a nickel and contained twelve small pieces of gum. These nuggets were the result when Topps decided to repurpose *Topps* Gum in late 1949, most likely at the same time the penny tabs of *Bazooka* were introduced.

Peppermint packaging only is known with the *Topps* branding for this size, with a box measurement of about 4” x 2”. Following an adverse decision in a lawsuit brought by American Chicle, *Topps* gum nugget packaging changed; it was still rectangular but tending toward square at 2 7/8” x 2 3/8”. Many of these later boxes had little clear cellophane windows so you could see the gum and a cello overwrap with a “zip strip” for quick opening but the earliest packs were not overwrapped nor had the window. At some point spearmint was added to the line in these smaller boxes. Any gum nugget packaging is generally harder to find than that of the regular *Topps* gum tabs.

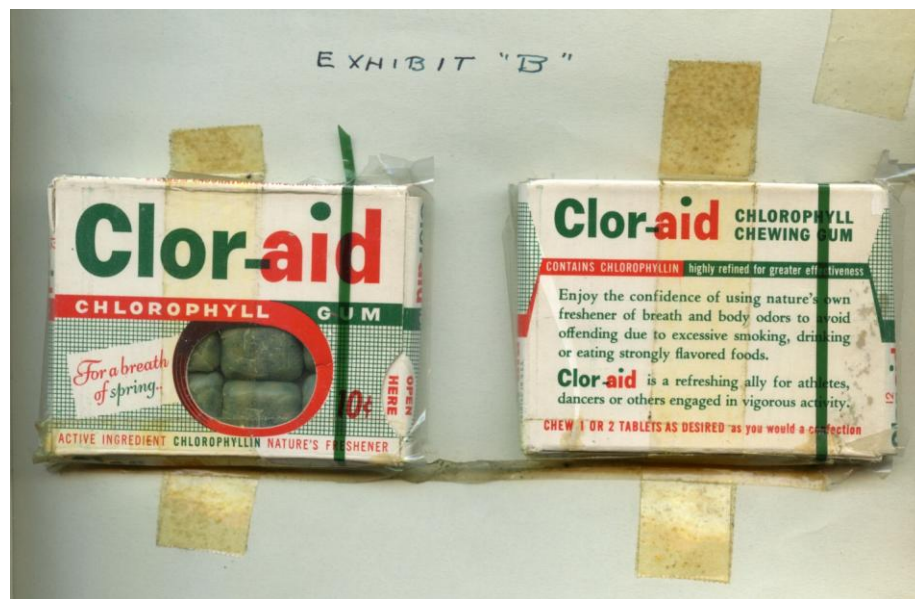


Exhibit from American Chicle Co. v. Topps Chewing Gum, Inc. lawsuit 1952-53 (courtesy Jeff Shepherd)

Topps then either halted production on the line or rebranded it and started selling another gum called *Clor-Aid* that was still in the nugget category. Later on, after they lost their second lawsuit to American Chicle in 1953, Topps dropped the *Clor-aid* name and may have come out with the smaller *Topps* Gum boxes at this time. *Clor-aid* was sold in cello wrapped configurations only.



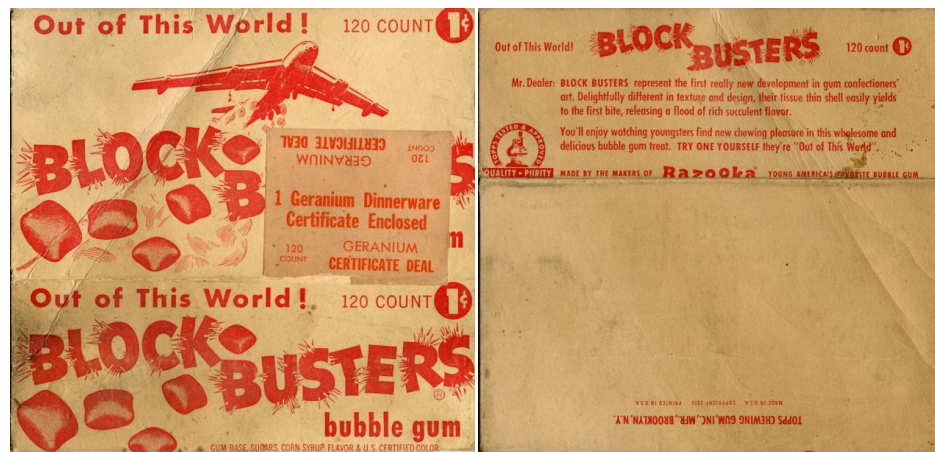
*Bozo* Ball Gum logo, United States Patent and Trademark Office.

*Bozo* gumballs were meant to be sold in bulk and the product itself dates to 1910 and may have originated in Canada. Vintage gumball machines can be found with O-Pee-Chee *Bozo* decals. *Bozo* was an important

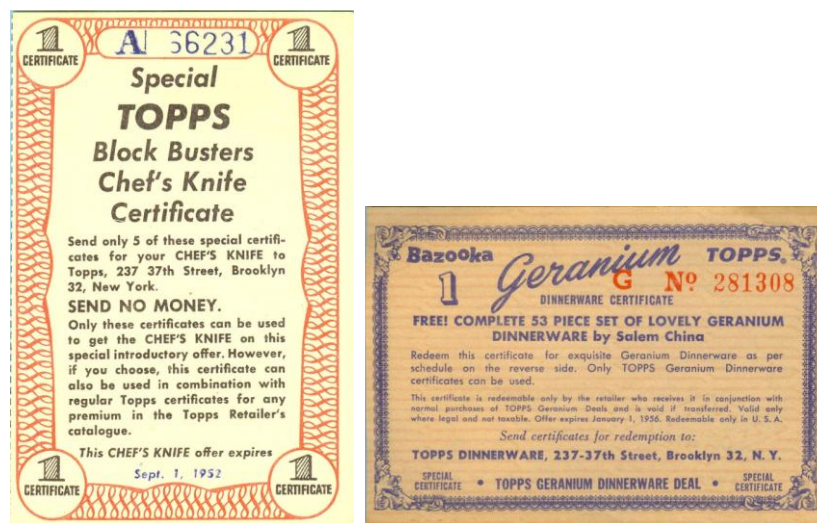


product for Topps and seemingly sold very well; up to nine different flavors were being produced by the early 1950's. While the Topps gumballs did not feature a clown, the logos for the gum and Bozo the Clown were quite similar, if not exact. Bozo the Clown gumball machine products were produced over the years, including a Super Ball type toy; none of these were Topps items. There was also a toy Bozo the Clown gumball machine produced by Hasbro that likewise was not a Topps product and which bears the image of the clown.

In 1992 a Bozo the Clown line of bubble gum was announced by Leaf, Inc., which was marketed beginning in 1994. It appears Topps first published the *Bozo* trademark for opposition in October of 1949, was granted registration of it in January of 1952 and renewed it in 1972 so they clearly had rights to the logo and name as it related to the sale of gumballs for many years. In the 1960 and 70's small, clear cello sleeves of *Bozo* were being sold at retail in the United States, perhaps due to some type of legal or contractual arrangement being struck with Harmon. Since trademarks could be renewed every 20 years, Topps probably then sold or lost their *Bozo* rights to Harmon in the mid 1980's as *Bazooka* bubble gum balls started showing up with a redesigned Bazooka Joe on the sleeve in 1984.



*Block Busters* Retail Display Box (courtesy Jeff Shepherd)



Premium Certificates from *Block Busters* Gum (Author's Collection)



Topps also sold a fruit flavored nugget gum called *Block Busters* as well from about 1951-55. The brand name was reintroduced in the 1970's and most packaging seen for this issue is from the latter era; 1950's packaging for it is seldom seen. A separate premium certificate was created especially for this gum.



*Blony Gum Retail Box circa 1952-54 (courtesy Jeff Shepherd)*

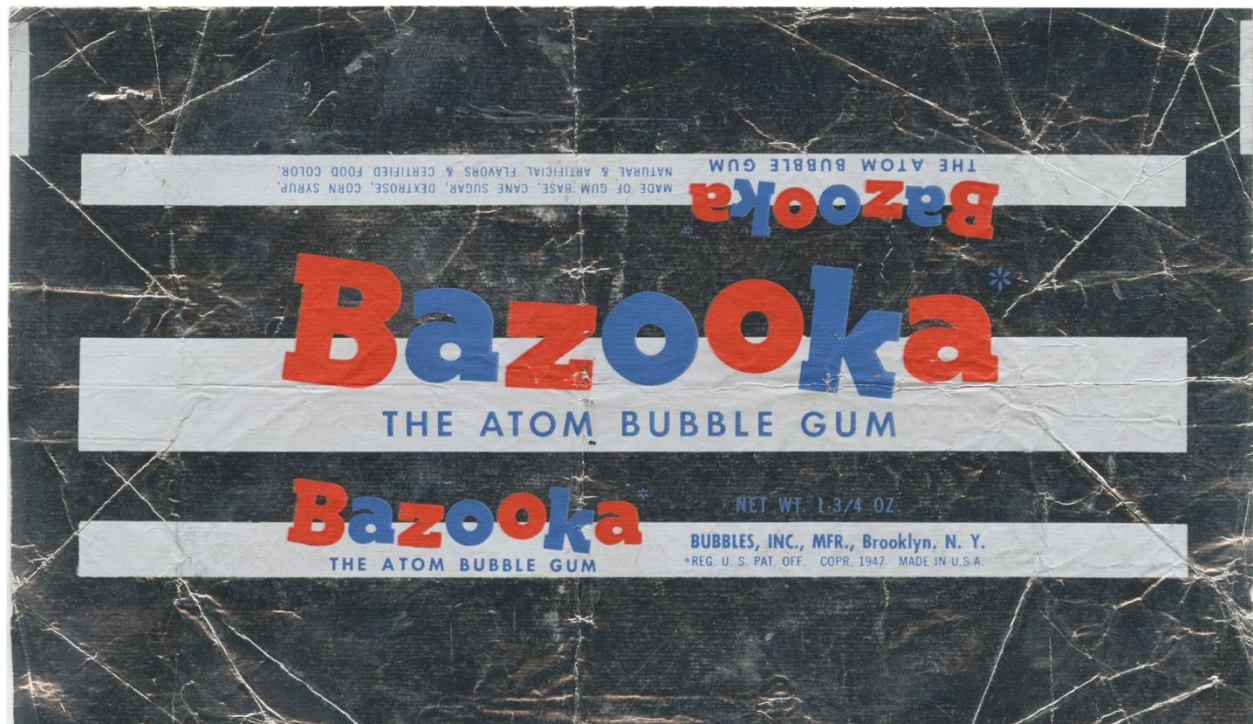
Following the purchase of Bowman in early 1956, Topps acquired the rights to *Blony* brand bubble gum, which had fueled the rise of Warren Bowman and Gum Inc. starting in the late 1920's. They would make use of the brand on and off into the 1970's but other than the gum itself, nothing else with the *Blony* brand was produced in 1956.

### BAZOOKA: BUBBLE GUM, COMICS & TRAYS



Original *Bazooka* logo – U.S. Patent & Trademark office

It's the most famous bubble gum of all time and the sheer amount of ephemera associated with the brand confirms it. Originally sold in a nickel package with the manufacturer shown as Bubbles, Inc., the comics were first issued as a separate insert and not as the reverse of the wrapper, where they were later affixed for a short while. While everyone is familiar with the classic blue and red *Bazooka* packaging, the U.S. Patent and Trademark Office has a record of a *Bazooka* logo showing a graphic of a soldier firing an actual bazooka that was applied for in April of 1947. In order to process the trademark application, Bubbles, Inc. had to provide five copies of the packaging along with their application and it is possible this design was used to test the product as more than five wrappers would certainly have been run off. This style wrapper has not been seen though and the trademark record is all that is known to exist at this time.



First *Bazooka* Wrapper, with Bubbles, Inc. shown as manufacturer (courtesy Jeff Shepherd)

The first traditional *Bazooka* wrapper was a five cent blank backed foil one, bearing a 1947 copyright and attributed to Bubbles, Inc. This wrapper does not display a Parents Magazine seal of guarantee, which would be added a little later in the year. It further states “The Atom Bubble Gum”, which Topps used as their slogan for *Bazooka* for over a decade. This is the rarest *Bazooka* wrapper and was issued with a separate comic. Value on the wrapper is speculative but in the low three figures easily.

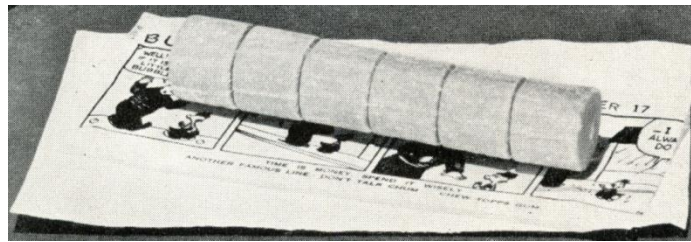


“Bubbles”, the first *Bazooka* comics series (reconstruction courtesy Jeff Shepherd)

The earliest comics, which were printed in multicolors (really just three colors, each applied separately), originally featured a character called “Bubbles”, drawn by Art Helfant but he was quickly supplanted in the earliest series by others. The famous “Don’t Talk Chum...Chew Topps Gum” phrase appears below a

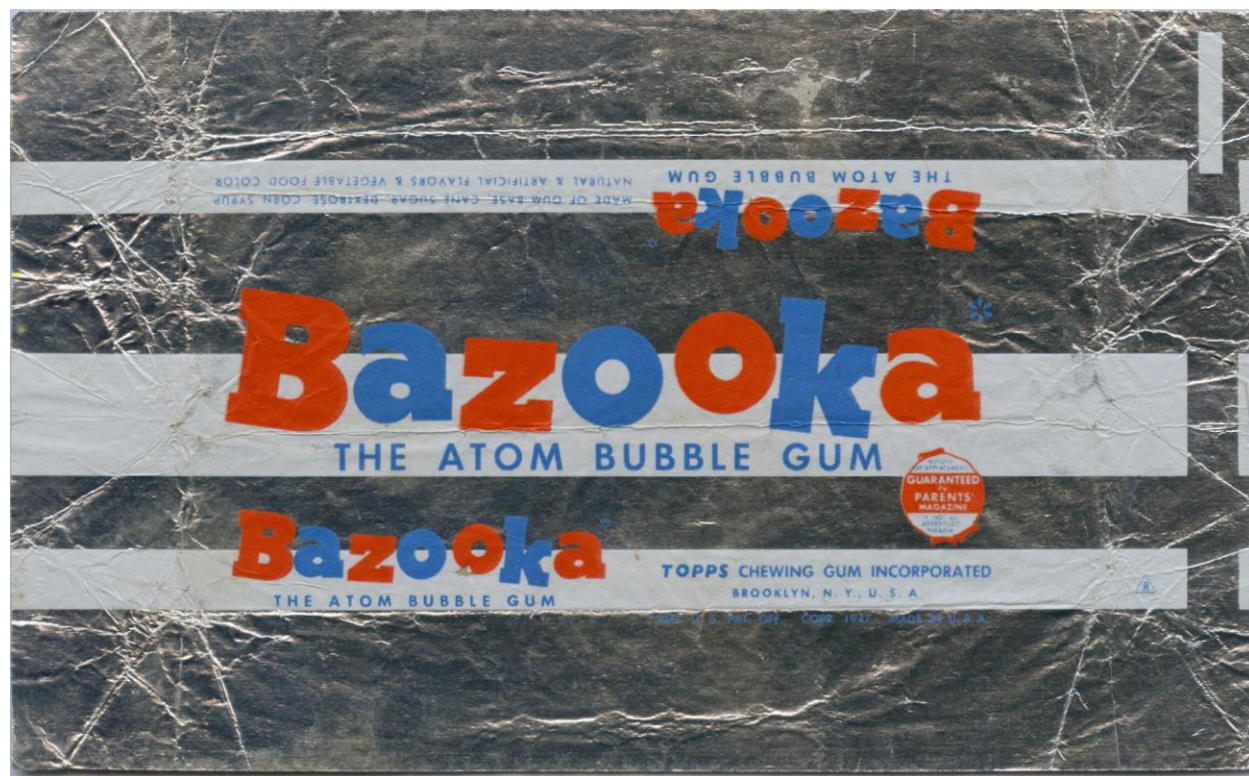


short, pithy aphorism on these. The comics are numbered, have an alphanumerical production code and Milprint, Milwaukee patent information on their face. Miscuts are the norm but these comics are scarce and valued around \$50 each. By #31 in the series a character named “Bazooka, the Atom Bubble Boy” was introduced.



July 1948 trade ad showing a miscut “Bubbles” strip and five cent roll of *Bazooka*. (courtesy Jeff Shepherd)

Miscuts would plague the strips for years to come and even those shown in Topps advertising were not immune. In 1948 the *Bazooka Comics* numbered series was discontinued and some new strips introduced. Characters include “Peg” and “Doc Sorebones” and there are some others. These characters were licensed from Fawcett Comics and a 1947 copyright for Fawcett Publications appears on the comic along with Milprint, Milwaukee patent information, an admonition to save the comics and an offer for a premium prize catalog. These comics too are often found miscut left to right and are quite scarce. The comics are about \$40 apiece when you can find them.

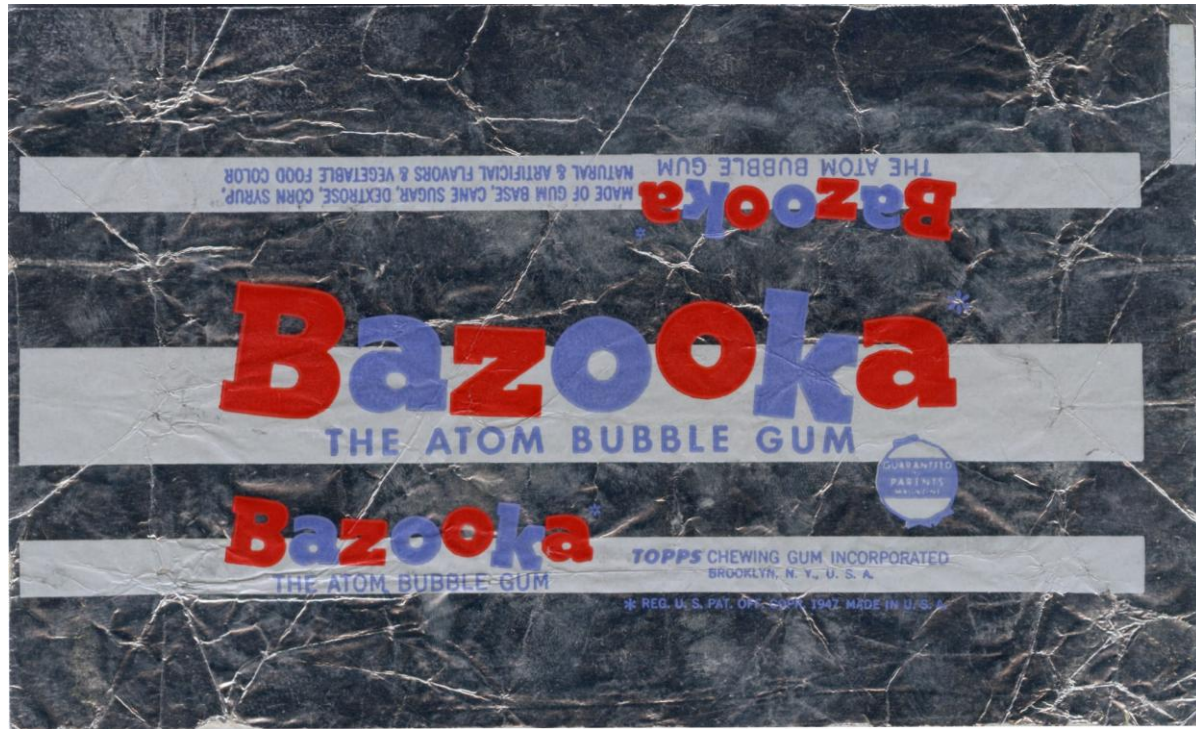


Second *Bazooka* Wrapper with *Parents* Magazine seal, with Topps as manufacturer (courtesy Jeff Shepherd)

Once they obtained the *Parents* Magazine seal and displayed it in either blue or red on the foil wrapper, the manufacturer was changed to Topps Chewing Gum Incorporated. Otherwise this blank backed second

five cent wrapper is close in appearance to the first and also bears a 1947 copyright. These are difficult to find as well but not so much as the first wrapper and it's possible the Fawcett licensed comics were distributed with these too.

These wrappers also have a small capital "R" inside triangle to the right of the manufacturing information and this small logo seems to be associated with Reynolds aluminum. An asterisk also appears to the right of the main Bazooka logo and indicates, as shown on the underwrap, that the brand has been registered with the U.S. Patent Office.



Alternate *Bazooka* wrapper has no "R" symbol and a thinner but taller secondary font. (Courtesy Jeff Shepherd)

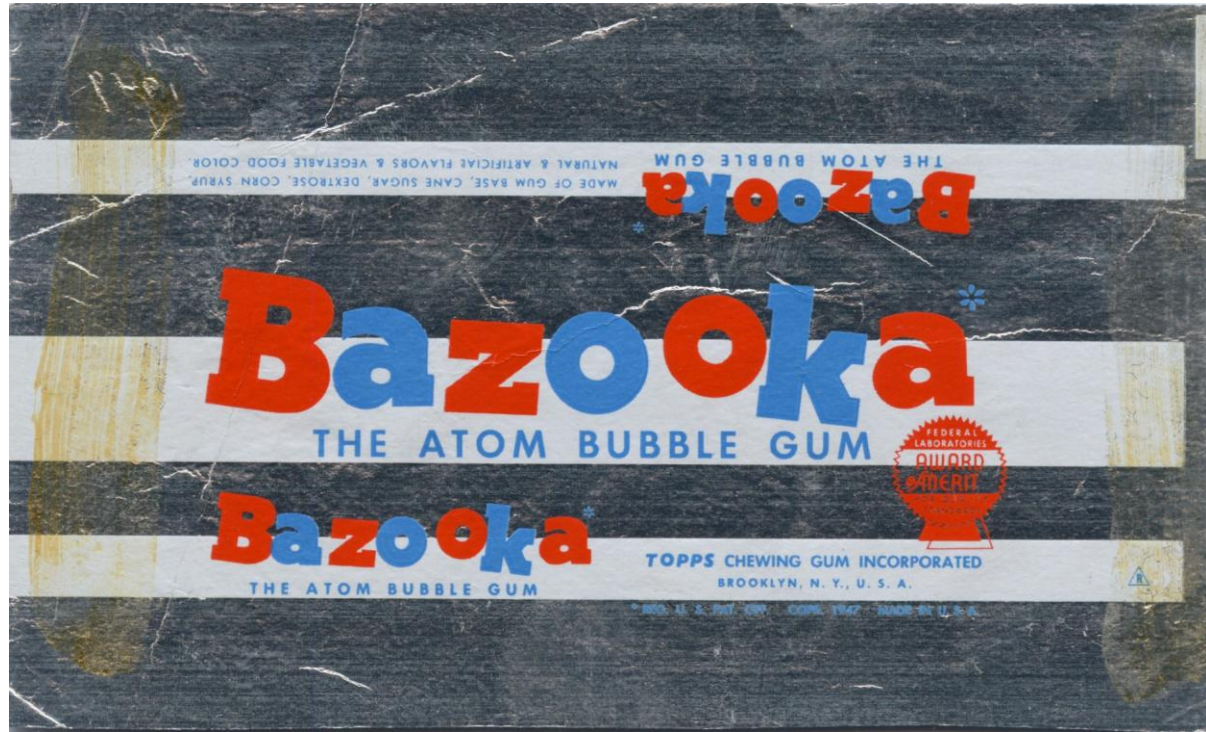
Next, Topps pushed "*Bazooka the Atom Bubble Boy*", introduced in the earlier *Bazooka Comics* series. The *Parents Magazine* seals remained as did the Topps Chewing Gum Incorporated manufacturing information while the comic came in either rust or purple.



*Bazooka the Bubble Boy*-same strip in two different colors and orientations. (Courtesy Jeff Shepherd)



Purple comics are upside down in relation to the front foil wrapper and the *Parents* seal is seemingly always blue on these. The rust colored comics are right side up in respect of the obverse, which seem to carry the red *Parents* seal. It is not clear if the seal color always corresponds to the color of the comic due a lack of examples available for reference. It's also not clear which version came first but Topps used rust on their comics for years thereafter. These five cent wrappers still have a 1947 copyright but are from 1948-49. These are a little easier to find than the blank backed ones but the comic needs to be attached for the wrapper to be considered complete. Pricing on these can be as high as \$75 each.

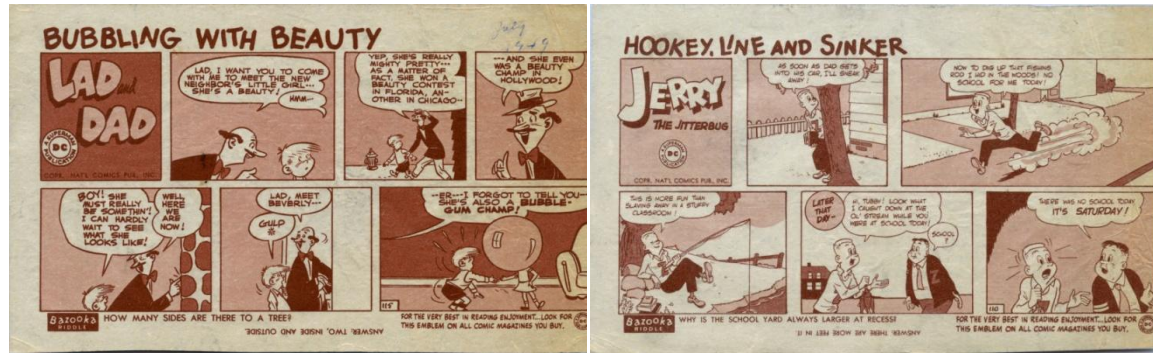


*Bazooka* wrapper with Federal Laboratories Reward of Merit added. Glue residue may be from Woody Gelman's files (courtesy Jeff Shepherd)

The wrapper graphics get a bit muddled around the summer of 1949. Topps produced a five cent foil wrapper for *Bazooka* this year (with a 1947 copyright still) that replaced the *Parents* Magazine seal with a very similar one in red called a "Reward of Merit" from Federal Laboratories. Topps Chewing Gum Incorporated is still shown as the manufacturer but the secondary font has reverted to the older style found on the 1947 and early 1948 wrappers and the Triangled "R" reappears, perhaps indicating Topps had two printers for the prior batch of *Bazooka* wrappers.

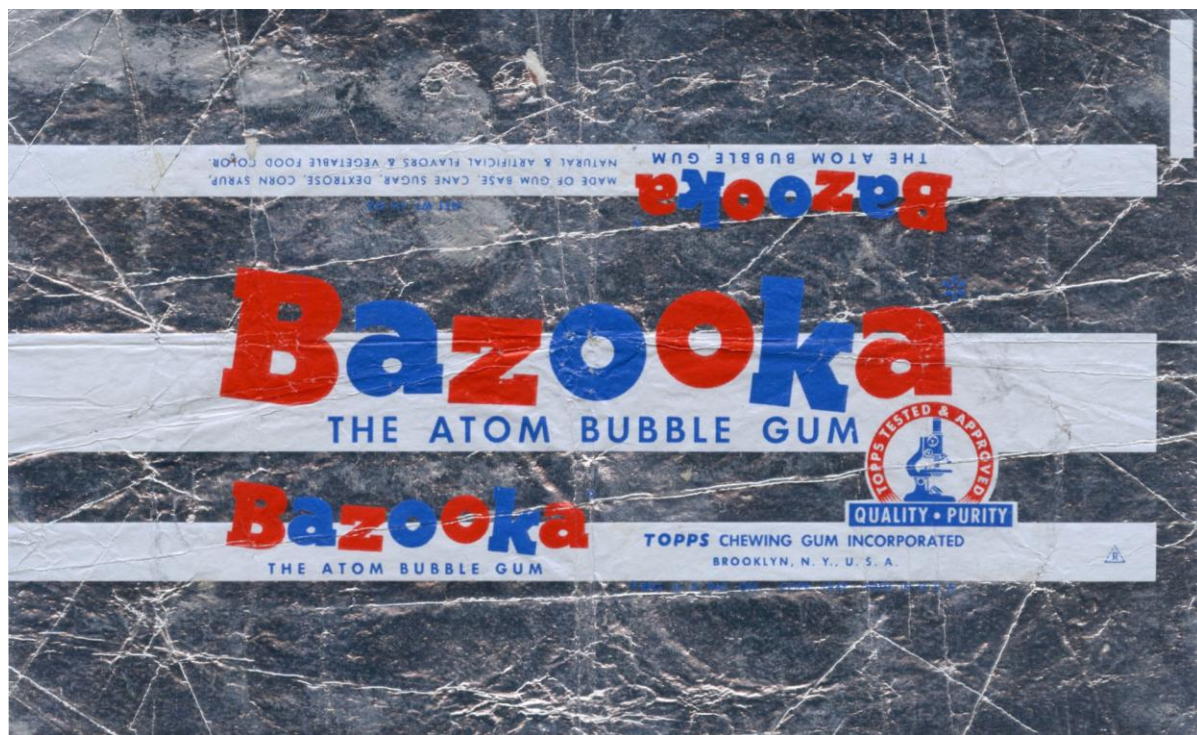
It is worth noting at this juncture Topps may have had multiple suppliers of their packaging materials and inserts. Late 1948 through the end of 1949 was a period of upheaval for Topps as many new products were being introduced and a manufacturer of a certain items such as a glassine inner wraps may have been approached to produce a *Bazooka* wrapper on a trial basis. Consumers were becoming much more aware of sanitary issues at the end of the 1940's and many food and confectionery companies were striving to prove to the public that their products were safe. Indeed the craze over ammoniated gum was the result of some of this.

At the same time, technological changes in industry were rampant, fueled by the recent war effort. Some variation in wrappers and comics in this period is to be expected and mixing and matching of same seems not only likely but probable.



Early Comics licensed from DC (Courtesy Jeff Shepherd)

“Bazooka the Atom Bubble Boy” was discontinued and a series of rust colored comics licensed from DC/National Periodical Publications debuted in conjunction with a coordinated advertising campaign in that publisher’s comic books. “Lad and Dad” and “Jerry the Jitterbug” are two of the known titles and there are others. These comics feature a snappy caption, a “Bazooka Riddle” feature and a short ad for DC Comics. While not easy to find, these are a little more plentiful than previous series and \$40 apiece or so would be a fair price for intact wrappers with the comic backing affixed.



The “Quality & Purity” logo commenced toward the end of 1949 as this five cent wrapper shows. (Courtesy Jeff Shepherd)



A design change of sorts followed and added a red, white and blue seal that featured a picture of microscope and the words “Quality” and “Purity” at the bottom. This also stated “Topps Tested & Approved” and the “Triangled R” also remained.



“Bonny” comic bonded to a “Quality & Purity” wrapper. (courtesy Jeff Shepherd)

A comic called “Bonny”, another DC licensed affair, is known on the reverse of these five cent wrappers but it seems likely other DC comics would have been used as well as this comic’s design appears the same as the one used with the older wrappers.



1949 Bazzooka One Cent Wrapper and Comics – Both comics may have been released at the same time (author's collection)

By the middle of 1949 Topps had finally introduced a penny version of Bazooka that featured two separate tabs in one package and the introduction of the Quality and Purity seal seems to coincide with this. It's a little harder to track these and put them in order as compared to the five cent varieties but the penny wrapper looks to have introduced the phrase "Young America's Favorite" to the packaging and Topps would use this as part of their *Bazooka* advertising for many years. One cent foil *Bazooka* tabs featured scaled down graphics featuring "The Atom Bubble Gum" and the manufacturer was shown as Topps Chewing Gum, Inc. on these. A "Copr 1949" tag was also added and these wrappers also display the Quality & Purity logo. *Bazooka* in penny form originally was sold as two slabs of gum in one package, one atop the other.

A rust colored series of Willard Mullin cartoons appeared on the backs of the one cent *Bazooka* wrappers. These reference *The Spalding Sports Show*, which was a radio premium put out annually by the sporting goods manufacturer with Mullin cartoons within. The set is listed in the American Card Catalog as R414-1, which notes the 1949 issue date and refers to them as *Bazooka Baseball Cartoons*. These comics can go for \$20 or so and it is believed there are 25 different.

An ambitious series of penny comics, again in rust, was launched, informally referred to as "This Day In History" or "Famous Events" although the comics are not titled. These have a prominent calendar date (sans year) shown on each comic and a one panel cartoon showing a famous historical event that allegedly occurred on that day. Well over 100 of these were issued but it has not been confirmed all 366 possible dates have a corresponding comic. A couple of dates have been observed that have different events as well. These can be found for around \$15 apiece. Jeff Shepherd believes these could have been issued simultaneously with *The Spalding Sports Show* comics and the series is long enough it may have been a multiple year release.



Experimental *Bazooka* Penny Wrapper with color Willard Mullin cartoon excerpt and premium insert, not to scale. (courtesy Jeff Shepherd)



An experimental one cent *Bazooka* tab, lacking foil and in a red white and blue color scheme that has a bit of a “carnival” look to it may have appeared in this time frame and it’s not clear if it was a test for the penny *Bazooka* tabs or intended as a new marketing scheme. It came with a premium insert that has numbering consistent with the second wave of premiums (#109 and higher, which dates it around mid 1949) and also has a color Willard Mullin cartoon from a series called “Sports Oddities” on the back of the wrapper. Pricing is speculative on these and they may actually be proofs or in-house material. Topps included separate different waxed “tip-ins” with their famous premium offers in the packs that had comics on the wrapper backs during 1949-50, just like the example shown above. This continued through introduction of the penny *Bazooka* tabs.



One cent *Bazooka* changed its design slightly but still had a 1949 copyright, plus a Willard Mullin comic (courtesy Jeff Shepherd)

“Sports Oddities” (a.k.a. “Know Your Sports”) was a comic subject after 1949 though and had a one cent and five cent version (both in rust) so the timeline clearly is not fully nailed down. The penny version appeared on the back of an updated one cent wrapper, with a white background behind it now making “Young America’s Favorite” stand out more. It seems these penny packs were issued into 1950, if not 1951 and are popular due to the Mullin artwork. Their wrappers have similar characteristics to those of a year earlier but the “Young America’s Favorite” slogan now appears against a white block of color (the prior year’s do not have this block and just have the foil background). Expect to pay \$20 apiece or so.



The phrase “ALWAYS save *Bazooka* Foil Wrappers...They’re ALWAYS Valuable” began appearing on the five cent comics circa 1950. *Comics not to scale.* (courtesy Jeff Shepherd)

The Nickel Wrapper was unchanged and the Mullin “Know Your Sports” comics had five or six single subjects arrayed on them, with a prominent tag line about saving *Bazooka* foil wrappers. Pricing on the larger Mullin wrappers is about \$30. During this time too it seems multiple series of comics would appear, possibly due to Topps staggering releases region by region in the U.S. DC strips such as “The Dodo and the Frog” and a series on military weaponry came out around the time of “Know Your Sports”. “Bonny” reappeared as well, with the “Always save...” line at the bottom. It’s possible some of these series continued into 1952.



“Honey Bun” comic has premium offer for Assorted Picture Cards, including 1951 *Red Backs* and 1950 *Flags of the World-Parade* while the “Buzzy” penny comic has a June 30, 1953 expiry on the premium offer, helping date these issues to *circa* 1952. (courtesy Jeff Shepherd)

1952 saw a return to licensed newspaper comics, identified as being provided by N.Y. News Syndicate Company, using content from papers such as the Chicago Tribune and New York Daily News. These have strips entitled “Crax & Jax”, “Honey Bun”, “Buzzy”, etc. and are notable for a switch to color for the one cent comics. This appears to be the time one cent *Bazooka* packs went from foil to wax wrappers and the comics were inserted separately. Note the “Always Save Bazooka Wrappers...” line on Honey Bun above, which should tie in with the switch to wax.

“Buzzy” used a color scheme and layout very similar to what would shortly be developed for Bazooka Joe and had a premium offer in the lower right corner. This Buzzy was younger than the teenaged Archie clone of the same name that had appeared in dozens of DC Comics and it is not clear if the character was licensed from DC and then made younger or was developed independently and syndicated.



1953 *Bazooka* wrapper and comic. (courtesy Jeff Shepherd)

1953 saw licensed newspaper and comic strips again in the nickel packs, this time from The New York Herald Tribune with more DC comics added as well. Some of these comics are copyrighted as 1953 and



all are a rust color. These wrappers, still bearing the 1947 copyright, appear to be identical to those of a year earlier and still do not display the “Young America’s Favorite” slogan while the “Triangled R’ remains. Titles such as “Penny” and “Peter Rabbit” appear, along with an interactive strip called Pixie Puzzle Adventures. The bottom edge of each comic proclaims “Always Save Bazooka Wrappers...They’re Always Valuable!”, eliminating the word “foil” perhaps in recognition that the comics would soon be separated from the wrappers.

# Bazooka

BUBBLE GUM

## BIGGEST COMICS IN THE BUSINESS\*

\*TWICE THE SIZE OF OTHER LEADING BRANDS

## PLUS 2 BIG CHEWS IN EVERY PACK

### Now in Colorful “Party Pak” Cellophane Bag



STURDY DUPLEX CELLOPHANE BAG

FLAVOR-SEAL WRAP

PILFER-PROOF

EASY DISPLAY

TWO BIG CHEWS IN EVERY PACK

Now BAZOOKA, Young America’s Favorite Bubble Gum comes packed in a colorful duplex cellophane bag with real “pick-up” appeal. This gay, red, white and blue “PARTY PAK” contains 20 packs — 40 BIG DELICIOUS CHEWS — of wholesome BAZOOKA. In each pack is a GIANT-SIZE, FULL-COLOR COMIC plus TWO BIG CHEWS, facts or fortunes and a popular premium offer. BAZOOKA is a value-packed buy full of wonderful features for youngsters and their parents, too.

“PARTY PAK” is easy to display, requires little shelf space and is pilfer proof. Mothers will enjoy bringing home this economical bag of quality Bubble Gum. It’s priced for volume sales and pays off with a full margin of profit.

Order today!

Terms: 2%—15 days.

NUMBER OF BAGS PER CASE	COST PER DOZEN	WEIGHT PER CASE
24	\$1.36	11 lbs.

Freight prepaid on minimum shipments of 15 cases.  
Lesser quantities, F.O.B. Brooklyn, New York.

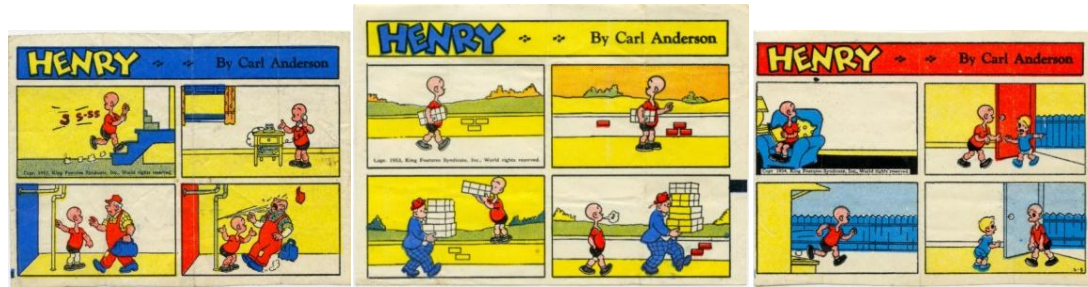
**TOPPS CHEWING GUM, Inc.**

237—37th Street • Brooklyn 32, N. Y.



Sell sheet, above, advertising “Double Feature Comics” and a party bag of Bazooka. These 1954 offerings from Bazooka all have a June 30, 1955 expiry date for premium offers. *Not to scale.* (courtesy Jeff Shepherd)

One cent wrappers from the 1953-54 had strips such as Gerald, J.B., Crax & Jax paired with an “Odd But True” feature and some or all of these appeared individually or as part of “Double Feature Comics”, which had two strips on one side of an inner wrap.



Bazooka “Henry” strips. The two on the left have 1953 copyrights, the one on the right has a 1954 copyright. The two smaller examples appear to be handcut but are not. (courtesy Jeff Shepherd)

“Henry” strips, unattributed to Bazooka or Topps, have been seen as well, in two sizes and three series, which appeared in the one cent packs. The small and large sets are from 1953 and may not have overlapping subjects. Set sizes are unknown but likely between 36 and 48 per series. There may have been multiple releases in this time frame as well, as Topps tried to find their way. These comics are in color and it is interesting that the penny comics were running a different series then the nickel comics.

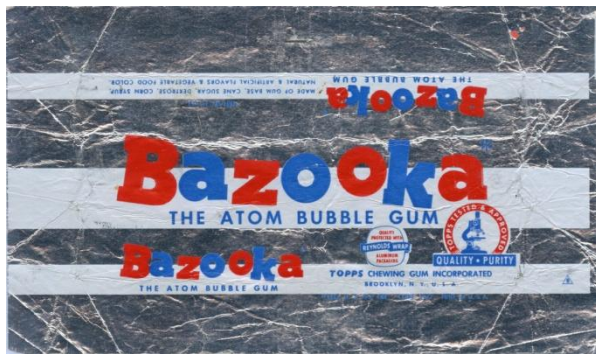
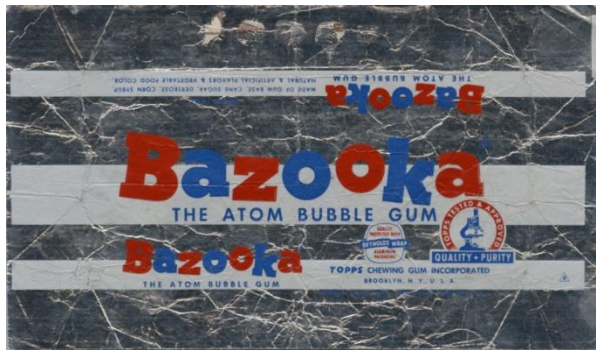


Bazooka Joe introductory comics, not to scale. (courtesy Jeff Shepherd)

Bazooka Joe debuted in mid-1954, with a sub-series of introductory “one-panels” introducing him and his gang mixed in with the first series of his comics. All Bazooka Joe comics up until the early 1980’s were drawn by Wesley Morse (along with Gelman the co-creator) and although he died in 1963, Topps slowly released Morse’s original strips for two decades after his death, mixing them in with reprinted strips. Corporate lore has him modeled after Topps President Joe Shorin’s son, Joe Jr. but he’s really based upon Morse’s son Talley while taking the name of the original *Bazooka* mascot, an eager looking boy wearing a crown beanie. This version of Joe, of course, sported an eye patch in a thinly veiled parody of Hathaway Shirt ads of the time. His gang was modeled after various popular children’s characters of the time, reworked a bit and given some panache.



## THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956



The debut of Bazooka Joe in five cent form was rust colored, then done in red and black. Note the red highlights showing through the wrapper on the more colorful version (courtesy Jeff Shepherd)

The first series of Bazooka Joe comics were either rust or red and black affairs without the soon to be ubiquitous premium offers in the lower right corner as they were still being “tipped in”. They continued an old “Bazooka Fortunes” gimmick along the bottom edge of the comic but changed and moved a line stating “Save Bazooka Comics For Free Prizes” to the top, resulting in a cleaner look. The five cent comics in 1954 still were affixed the back of a foil wrapper before Topps went to cellophane then wax packaging for their flagship bubblegum in 1955-56. Non-foil wrappers are not traced here but may be addressed in a later edition of this guide. Penny wax wrappers state “The Atom Bubble Gum” and did so through the middle of 1958.



Detail of Reynolds Wrap logo that premiered along with Bazooka Joe, plus dating from a red & black comic, not to scale.

Color Bazooka Joe's can be dated as a small, written enumeration of each strip is usually incised on each one and the year is clearly identifiable but the 1947 copyright remains on the foil wrapper, as does the “Triangled R” while a prominent new logo was added to the left of the “Quality Purity” seal and proclaimed “Quality Protected With Reynolds Wrap Aluminum Packaging”. The rust colored comics do not appear to be dated and represent the first series in 1954.

## SERIES SIZING

If there is anything consistent about early Bazooka sizing is that it's inconsistent. Some of this had to do with which firm printed various wrappers and some with packaging and sanitary requirements. Additional work needs to be done on proper measurements, especially among the five cent comics and wrappers, but some dimensions are listed below. Keep in mind there can be variances up to a quarter-inch in any direction; wrappers and comics with similar features should measure roughly the same, even if not listed. Comics that have separated from the foil wrappers are not really viable as the paper is almost like a thick tissue, rendering them hard to read and even more susceptible to damage than normal.

Year/Series (Five Cent)	Size
1947 Bubbles Five Cent Comic	6 5/8" x 2 1/2"
1948 Doc Sorebones Wrapper	7" x 4 1/8"
1948 Doc Sorebones Comic	7" x 3 3/4"
1949 Bazooka The Atom Bubble Boy Wrapper	6 1/2" x 4"
1950 Story of the Bazooka, <i>et al</i> Wrapper	6 5/8" x 3 3/4"
1953 Herald Tribune Wrapper & Comic	6 5/8" x 3 3/4"
1954 Bazooka Joe Wrapper & Comic	6 5/8" x 3 3/4"

Early foil wrappers from 1949-51 with affixed one cent comics measure about 2 3/4" x 2" generally.

Year/Series (One Cent)	Size
1949-51 Wrappers & Comics	2 3/4" x 2"
1952 and 1954 N.Y. News Syndicate Comics	4 1/4" X 3"
1953-54 Henry Comics Large	4 1/4" x 3"
1953-54 Henry Comics Small	3 3/4" x 2 3/4"



Relative size of large and small one cent Bazooka Joe's (courtesy Jeff Shepherd)

Many of the early Bazooka Joe's came in two one-cent sizes, generally 3" x 4 1/8" and 2 3/4" x 3 5/8", as shown above. This may have been due to less packaging being needed for party bag and party boxes of *Bazooka*, which added another packaging (and sanitary) layer. The practice would end in 1957.

Miscuts of comics are quite common top to bottom and less markedly side-to-side as the 1950's wore on and can be useful in determining if some series were printed with one another. Much like the cards of the era, it's comical sometimes to see how poor quality control could be at Topps, especially with the insert comics.



Jeff Shepherd has helpfully summarized the one cent Bazooka Joe's in a series-by-series breakdown:



#### 1954 Bazooka Joe Comics Series 1 - 3" x 4 1/8"

This is the introductory set of Bazooka Joe comics. The set is unnumbered and features introductory comics of the characters as well as standard panel-style comics. 48 different in the set. *Note the top of the "Sarge" introduction from above on this comic, showing they were issued together. Expiry for premium offer is June 30, 1955, which is the same as the date on comics that came before Bazooka Joe.*



#### 1954 Bazooka Joe Comics Series 2 (2-54)

The 2nd series of Bazooka Joe comics from 1954 - all are numbered "2-54" somewhere in the comic. This series exists in a larger and smaller format, measuring 3" x 4 1/8" and 2 3/4" x 3 5/8" respectively. Believed to be 48 different in the set. *Expiry for premium offer is June 30, 1955, which is the same as the date on comics from the first series of Bazooka Joe.*



#### 1954 Bazooka Joe Comics Series 3 (3-54-xx)

The 3rd series of comics issued for 1954 - here Topps begins to actually number individual comics, written as "3-54-xx". Like 2-54, there are two distinct sizes for this set, measuring 3" x 4 1/8" and 2 3/4" x 3 5/8". Also appears to end at 48 different comics. *Note that the premium offer has disappeared on this example and the phrase "Save Bazooka Comics For Free Prizes" now appears across the top. Some still had premium offers across the bottom though.*



#### 1955 Bazooka Joe Comics Series 1 (1-55-xx)

1st series of comics for 1955 which can be found in two different sizes - 3" x 4 1/8" and 2 3/4" x 3 5/8". Appears to end at 48 different.

## THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956



### 1955 Bazooka Joe Comics Series 2 (2-55-xx)

2nd series of comics for 1955 which can be found in two different sizes - 3" x 4-4 1/4" and 2 3/4" x 3 5/8". Believed to be 48 different in the set.



### 1956 Bazooka Joe Comics Series 1 (1-56-xx)

1st series of comics for 1956 which can be found in two different sizes - 3" x 4-4 1/4" and 2 3/4" x 3 5/8". Comics are numbered as "1-56-xx" - set appears to end at 52 different this time, an increase of four comics from the previous years. *Topps mixed a few different styles for most series of Bazooka Joe in the early years.*

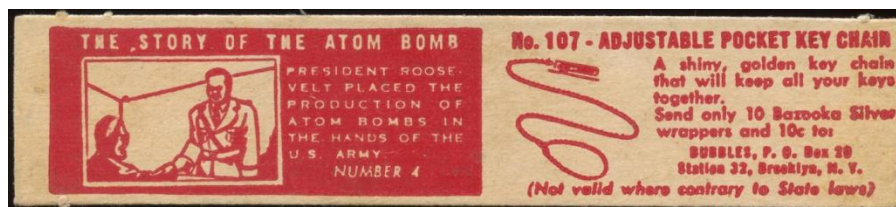


### 1956 Bazooka Joe Comics Series 2 (2-56-xx)

2nd series of comics for 1956 which can be found in two different sizes - 3" x 4-4 1/4" and 2 3/4" x 3 5/8". Comics are numbered as "2-56-xx" - set ends at 52 different. *The diamond at the top appears in various series and may have been a centering guide.*

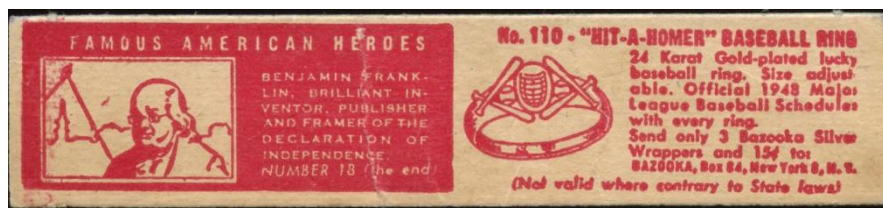
## TRAY CARDS

**Bazooka** also issued a series of sets on the tray cards that came in the early nickel packs and very little is known about these; they suffer from a lack of published checklists as well. There are at least four of these tray sets, all blank backed and thought to be from 1948-50 and all are quite scarce:



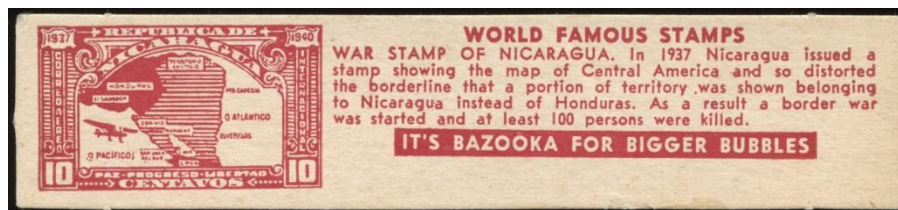
Courtesy Jeff Shepherd

**R709-3) *The Story of the Atom Bomb*** may seem like an odd theme for a set but Topps didn't think so, especially since **Bazooka** was "The Atom Bubble Gum". These measure about 1" x 4 5/8" and this was possibly the first tray set issued. They feature very low numbered premiums on half the tray and a "Bubbles" mailing address, which makes this set quite early. Red is the predominant color. These would have come out in late 1947 or early 1948 and there are 18 different.



Courtesy Jeff Shepherd

**R714-3) *Famous American Heroes***, very similar to *The Story of the Atom Bomb* in appearance with red predominating and a premium offer on the right half. There are 18 trays, each measuring about 1" x 4 5/8" and a Bazooka reference on the mailing address, dating these after *The Story of the Atom Bomb*. One known example mentions the 1948 baseball schedule being included with a certain premium. These feature illustrations that also appear on an un-cataloged set of trays called *Collect Bazooka Stamps*.



Courtesy Jeff Shepherd

**R714-4) *World Famous Stamps***. Similar in size to R714-3, this set features a famous philatelic rarity with a paragraph of accompanying text beneath which is the phrase "It's Bazooka For Bigger Bubbles". It's not clear if these came before or after the other two tray sets featuring premium offers and the **ACC** states there are 12 in the series. These measure about 1" x 4 5/8" each.





Courtesy Jeff Shepherd

**R714-UNC) *Collect Bazooka Stamps-Famous American Heroes*.** There are 9 trays, each measuring about 1" x 4 5/8" with two "stamps" on each plus a center splash panel that advertises the set and states "Bazooka The Atom Bubble Gum America's Finest"; each "stamp" is really cardboard of course and the set was issued around 1948 as it has been found packaged with "Bazooka The Atom Bubble Boy" comics.

The stamps are slightly larger versions of R714-3. Jeff Shepherd has provided a checklist for these:

1 - George Washington 2 - Nathan Hale 3 - Robert E. Peary 4 - Knute Rockne  
5 - Stonewall Jackson 6 - Daniel Webster 7 - Alexander Hamilton 8 - Luther Burbank  
9 - Sam Huston 10 - Robert E. Lee 11 - Francis Scott Key 12 - Betsy Ross  
13 - Thomas Paine 14 - Buffalo Bill Cody 15 - Paul Revere 16 - James M. Whistler  
17 - Davey Crockett 18 - Benjamin Franklin

Values for the tray sets are speculative but \$40-\$50 per tray would not be unreasonable.

Sometime in the early 1950's, Topps introduced the "party box" of *Bazooka*, which sold 25 or so pieces of wrapped penny bubble gum for prices that generally were around 19 cents, although that would increase as the decade wore on. There is a set of cutouts on the back of an early box called *American Defenders* that may or may not have been issued before 1957 and is of indeterminate length. The box bottom features three drawings of members of a specific branch of the military and some descriptive text off to the side. The cutouts share the red and blue colors of the box, which also has the Quality & Purity shield on a side flap.

Other sets would be issued on boxes of *Bazooka* from about 1957 onward and baseball and football cards debuted on the bottoms of these boxes in 1959 but *American Defenders* appears to be the first of these. Pricing is speculative but could be well over \$100 for an example of an intact box. A single cutout would probably bring \$25 or so but again this box may be a little later than the scope of this guide.

It's possible other package design sets exist for *Bazooka* in the 1947-56 era but these are either unidentifiable or remain to be discovered. They also had a party bag that was designed to hang on a rack in addition to cello overwrapped 3 and 6 packs of nickel *Bazooka* for grocery store sales, both of which were available by 1953.



## CANDY

Topps began producing candy fairly soon after starting up the company, probably around 1941. Their first product seems to have been dubbed the *Opera* bar and had an “opera cream” filling enrobed in chocolate. Opera cream equated to high quality at the time, although the Topps version looks to have been made of marshmallow. It is not clear if Topps developed this bar on their own or acquired it through the purchase of, or an investment in, another confectioner. *Opera* was around before they purchased Bennett-Hubbard in 1943 and there should be wrappers that only have a Brooklyn location shown. After the purchase they added Chattanooga to the location and at least two wrapper styles were produced this way.



Topps *Opera Bar* Wrappers, credited to Chattanooga & Brooklyn. As shown, *Opera* lost its name in later years. (Courtesy Jeff Shepherd)

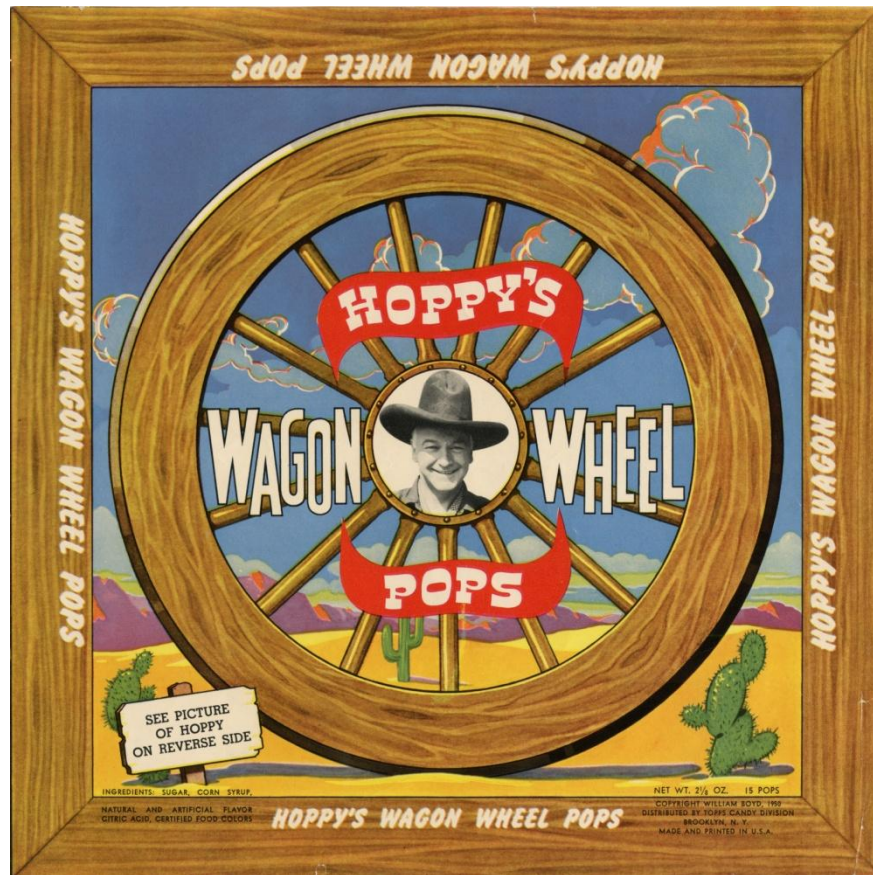
Another candy bar called *Mairzy* came about after the purchase of Bennett-Hubbard and had a combination of bran and marshmallow as its main ingredients, no doubt stretching out thinning supplies of raw materials during the war. A *Caramel Nut Roll* was also produced and dates to 1943 while a fourth bar, this time a coconut-marshmallow concoction, was developed and announced in 1947 but its name is unknown. It may not have sold well and ended up being dropped. The candy wrappers from the 1940's are quite scarce and much harder to find than most gum wrappers from the same era.



Detail from Topps *Mairzy* Wrapper, credited to Chattanooga & Brooklyn. (Courtesy Jeff Shepherd)

After Topps acquired Shapiro Candy of Brooklyn in the mid 1940's, they eventually dropped the Chattanooga references on the wrappers before shutting down the southern operation in 1951. Around

1950 they started putting a Topps Candy Division designation on their non-gum products, although what seems to be their first lollipop issue, *Hoppy's Wagon Wheel Pops*, shows this subsidiary on the box but a Topps Chewing Gum product on the individual lollipop wrappers. These are opaque wrappers with Hopalong Cassidy logos and also carry a 1950 William Boyd copyright. *Hoppy Pops*, as they are often called, were the first of a series of themed lollipop boxes that offered a dozen so lollipops plus some other enticement such as a package design element that could be cut out for play. There were six different designs, which can be identified by the Hoppy photo on the back and the lollipop tray also featured a puzzle or game.



*Hoppy's Wagon Wheel Pops* cover proof; the retail box had circular cutouts with the pops showing through the wheel (courtesy Jeff Shepherd)

1950 also brought a product called *Hopalong Cassidy Candy Saddle Bag*, which was a cardboard pouch done up like a western saddle bag and filled with candy. The saddle bag is exceedingly rare while the lollipop boxes are merely scarce. Box flats of Hoppy Pops are also known, both front and back varieties.

*Hoppy's Wagon Wheel Pops* came out in 1950, as did *Rudolph Pops* while *Santa Mask Pops* followed a year later, or was issued in both 1950 and 1951 as there are two versions of this product, one with an illustrated version of "The Night Before Christmas" on the reverse and the other with a "Report Card" for the upcoming year of 1952. The inside of the lollipop boxes would also have line drawings that could be colored in by a child. *Play Money Pops*, issued in the same time frame, included a cellophane ribbon, with

seven *Play Coins of the World* packaged inside, as a premium along with the lollipops, which came in clear wrappers. Variety stores such as Woolworth's would have sold these items.

*Rudolph Pops* had a clear wrapper with a reindeer logo on one while *Santa Pops* look to have wrapped been in clear cello without any graphics. All known lollipop products are attributed to Topps Candy Division which was also associated with *Baseball Candy*, the overarching 1951 release that spanned five major league baseball subsets. It appears that the Topps Candy Division name may have disappeared with the closing of the Chattanooga factory but there is scant information on the candy issues of the early and mid 50's to definitively determine this at the present time. Other products are possible in addition to those described here.

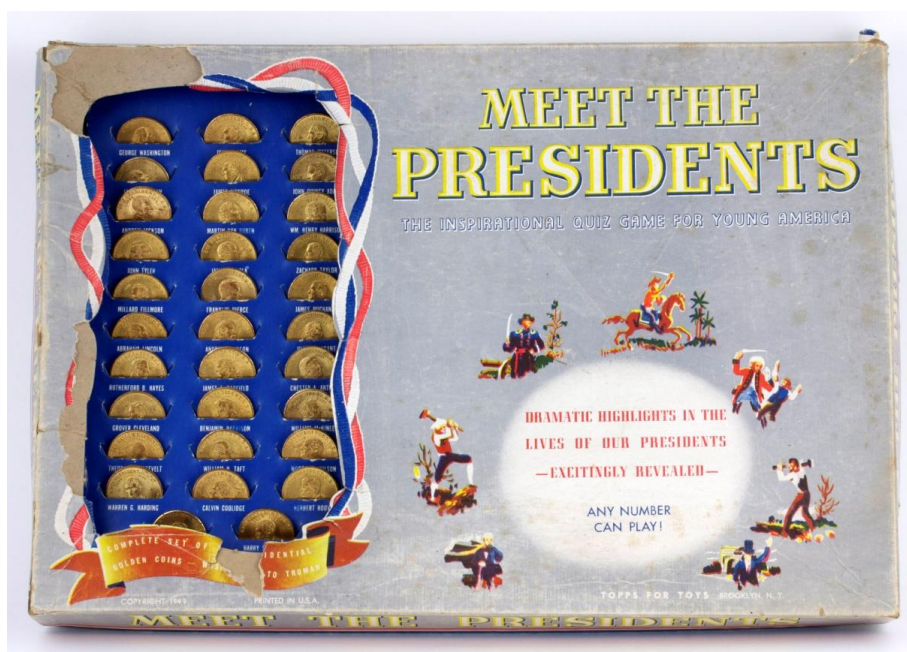
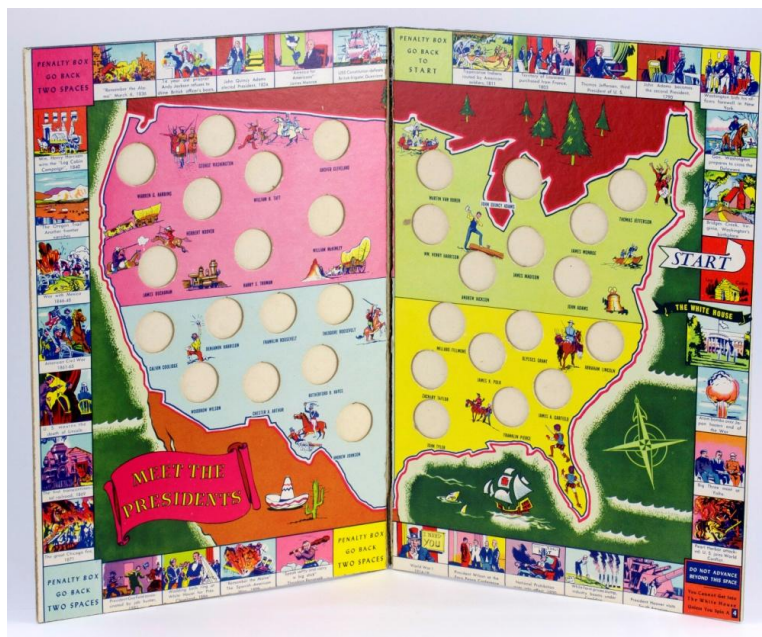


*Santa Mask Pops* (courtesy Jeff Shepherd)



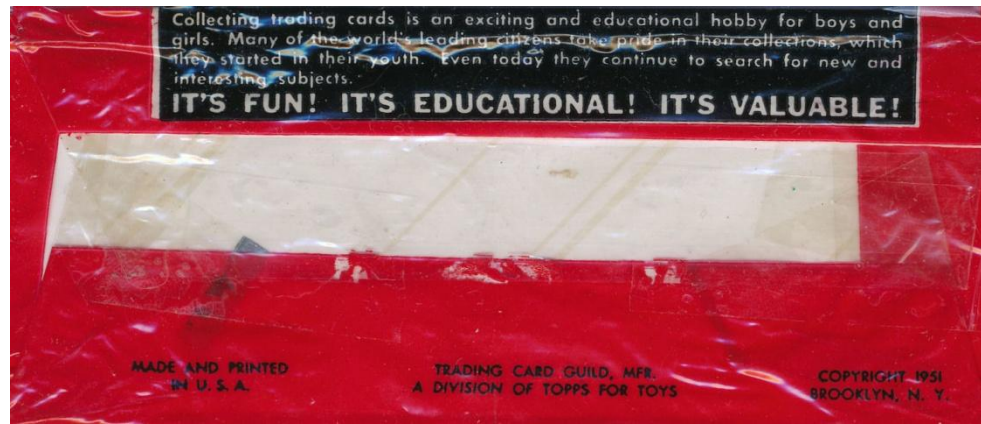
## TOPPS FOR TOYS

The initial, 1949 version of the board game *Meet The Presidents*, which featured *Golden Coins* as part of the contents, carried a Topps For Toys manufacturer's credit. The board game would be reissued every time a new U.S. President was elected through 1965 but the versions that came out after 1949 were a Selchow & Righter product. No other Topps For Toys games or toys are known but it's possible others were released. It's unclear if Topps continued to license the coins for the game after 1956 or even if the images and text used in later editions were under their copyright.



*Meet The Presidents* – A Topps For Toys Product that Included *Golden Coins*. (courtesy Jeff Shepherd)

The elongated ten cent red cello packs with panelized cards issued in 1950-51 were Trading Card Guild products but highlighted the Guild was “A Division of Topps for Toys”.



1951 Trading Card Guild pack detail with modern reprint inside with Topps For Toys credit (author's collection)

## BUBBLES, INC.

Originally created to sell *Bazooka* without “damaging” the *Topps* Gum brand, Bubbles, Inc., would be used sporadically by Topps in the 1950's whenever they issued a product felt to be inconsistent with their main lines and wanted to list an alternate manufacturer. The original *Tatoo* release of 1948 was a Bubbles, Inc. issue, as were the 1948-49 *Magic Photos* and the 1955 *Hocus Focus* issues; all three sets had a penny gum tab configuration. Why the later gum tab issues in 1949 did not come out as Bubbles, Inc. products is unknown. *Davy Crockett Tatoo*s in 1956, the first of the themed tatoo sets that would be staples over the next dozen years, also showed Bubbles, Inc. as the manufacturer and were a one cent product. Starting in 1962 with the release of *Mars Attacks*, and for most of the 1960's, Topps would trot the Bubbles, Inc. name out for products they thought might be controversial.



Details from 1947 *Bazooka* and 1948 *Tatoo* packs showing Bubbles Inc. as Manufacturer (courtesy Jeff Shepherd/author's collection)

## TRADING CARD GUILD

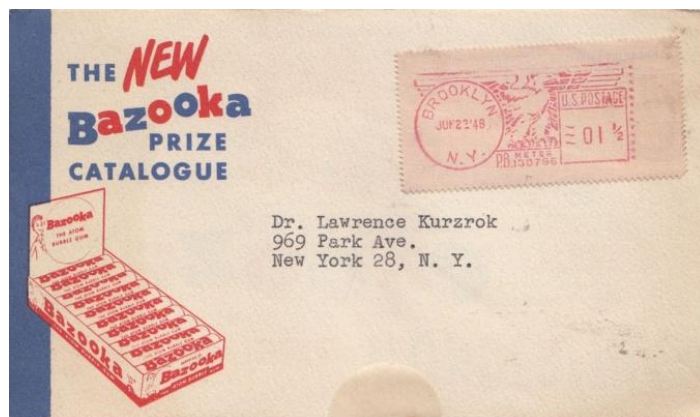
In addition to the Bubbles, Inc. name Topps also used alternate brand for their products starting in 1949, with the introduction of Topps for Toys. In 1950-51 the Trading Card Guild was created, often abbreviated as TCG and clearly derived by appropriating the initials of Topps Chewing Gum. There was a duality to the Guild as there was a retail component and mail order operation begun in 1951, run by Woody Gelman's step-father Sam Rosen and then Woody himself following Sam's death in 1955. Ten cent red cello wrappers with windows designed to display the two card panels within were the first Trading Card Guild products (and referred to the Guild as “A Division of Topps for Toys”). After the panelized sets were discontinued in late 1951, Trading Card Guild cello packs were still sold well into the 1960's. Some cello packs have Trading Card Guild logos or *indicia*, others were wrapped in clear cello but all were sold in generic boxes that had Trading Card Guild graphics. Vending boxes also started to appear with Trading

Card Guild in the mid 1950's. The unifying theme was that the Trading Card Guild name meant no gum was included with the cards.

Why Topps created the Trading Card Guild brand is fairly clear as they wanted to have a way to sell some of their product without involving the mention of gum. When they took advantage of the Trading Card Guild and Topps Candy Division to sell the various 1951 *Baseball Candy* subsets, they hoped to avoid litigation with Bowman. The strategy did not work but the Trading Card Guild evolved into a way for Topps to stress the educational aspect of their cards and also create an early type of Collectors Club. This too helped compete with Bowman's own, similar club. Ads on wrappers and elsewhere informed collectors they could write to the Guild for missing numbers, albums and other sundry items. The mail order business of the Guild was continued as the Card Collectors Company sometime following Rosen's death, while the retail and vending business continued well into the 1960's.

## PREMIUMS & PRIZES

The use of premiums by Topps to encourage purchase of their gum products falls into two main categories. The first pertains to the premium retailer certificates included in containers and boxes of Topps products, primarily those that came with at least three brands of gum (*Topps*, *Bazooka*, *Block Busters*). These allowed the retailer a certain amount of time for redemption and generally featured for household products like dishware or items for personal use such as nylon stockings or razors. Examples of these are shown in the *Topps* Gum and *Block Busters* sections above.



**Use this handy Bazooka Prize Order Form**

BUBBLES INC., BOX 20  
STATION 32, BROOKLYN, N. Y.

All the offers in this folder expire April 1, 1948.  
Good only in the U. S. A. and void in those  
states in which prizes or premiums are unlawful.

Enclosed is (\$.....) and (.....) Bazooka Silver Wrappers.  
number

Please send me the prize or prizes checked.

<input type="checkbox"/> 101. G.I. SKETCH BOOK. 10 Bazooka Silver Wrappers and 10c.	<input type="checkbox"/> 103. THE MARINES ON TWO JIMA. 10 Bazooka Silver Wrappers and 10c.	<input type="checkbox"/> 105. MEXICAN COIN BRACELET. 15 Bazooka Silver Wrappers and 25c.	<input type="checkbox"/> 107. ADJUSTABLE POCKET KEY CHAIN. 10 Bazooka Silver Wrappers and 10c.
<input type="checkbox"/> 102. CARTOONS FOR FIGHTERS. 10 Bazooka Silver Wrappers and 10c.	<input type="checkbox"/> 104. FINE STEEL HUNTING KNIFE. 25 Bazooka Silver Wrappers and \$1.00.	<input type="checkbox"/> 106. PLASTIC LENS FLASHLIGHT. 10 Bazooka Silver Wrappers and 15c.	<input type="checkbox"/> 108. PERFUMED NECKLACE. 15 Bazooka Silver Wrappers and 25c.

NAME \_\_\_\_\_ STREET \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

Detail from 1947 *Bazooka* Prize Mailer – Dr. Kurzrok was a well known early collector. (courtesy Jeff Shepherd)



The second category covers prize redemptions for children, which are technically premiums. These would be advertised in a few different ways. Originally Topps included a notation on their early *Bazooka* comics to have the kids send away for a premium catalog; this was first available in 1947 and featured premiums numbered from #101-108.

It's better than any—  
Two chews for a penny—  
And the comics — — — — —

and send with 5 penny Bazooka Comics or one 5¢ Bazooka Comic to BAZOOKA Contest, Box 15, Brooklyn 32, New York. Entries must be in the mail before midnight December 20, 1953. SEND NO MONEY!

**BOYS! 1000 PRIZES GIRLS!**  
**in GIANT BAZOOKA BUBBLE GUM CONTEST**

10—1st Prizes .....	'ENGLISH STYLE' BICYCLES
15—2nd Prizes .....	ADMIRAL PORTABLE RADIOS
25—3rd Prizes .....	BEACON TWO-TWENTY FIVE CAMERAS
50—4th Prizes .....	— WITH FLASH UNIT
100—5th Prizes .....	DAISY AIR RIFLES
150—6th Prizes .....	OCEAN CITY FISHING SETS
200—7th Prizes .....	EBERHARD FABER PEN & PENCIL SETS
350—8th Prizes .....	PEERLESS STAMP COLLECTOR'S SETS
	from H. E. Harris & Co., Boston 17, Mass.
	BAZOOKA SCOUT KNIVES
	UNITED STATES MINT

PLUS 100—SILVER DOLLARS .....

**1000 PRIZES**  
**READ THESE WRAPPERS FOR RULES**

**BOYS! GIRLS! WIN THIS**  
**BEACON CAMERA**

**1 OUT OF 1000 PRIZES**

**TWO-TWENTY FIVE**  
**With FLASH UNIT**

It's Easy To Get Good Pictures—indoors and outdoors—either in color or black and white. Ask your photographic dealer to show you the Beacon Two-twenty five with Flash unit.

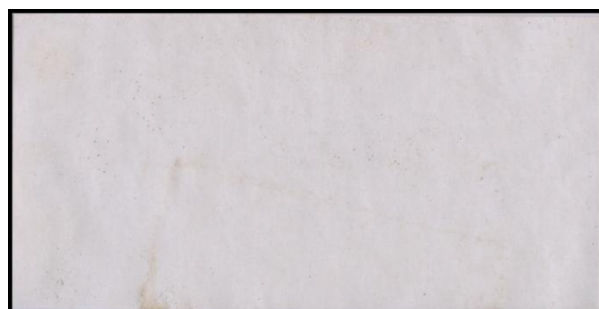
**REAL COLLEGE PENNANTS**  
15 inches long! Decorate your room. Name the college you wish.

**4" LETTERS & NUMBERS**  
Wear 'em on your athletic shoes. Get them for the team in your own colors.

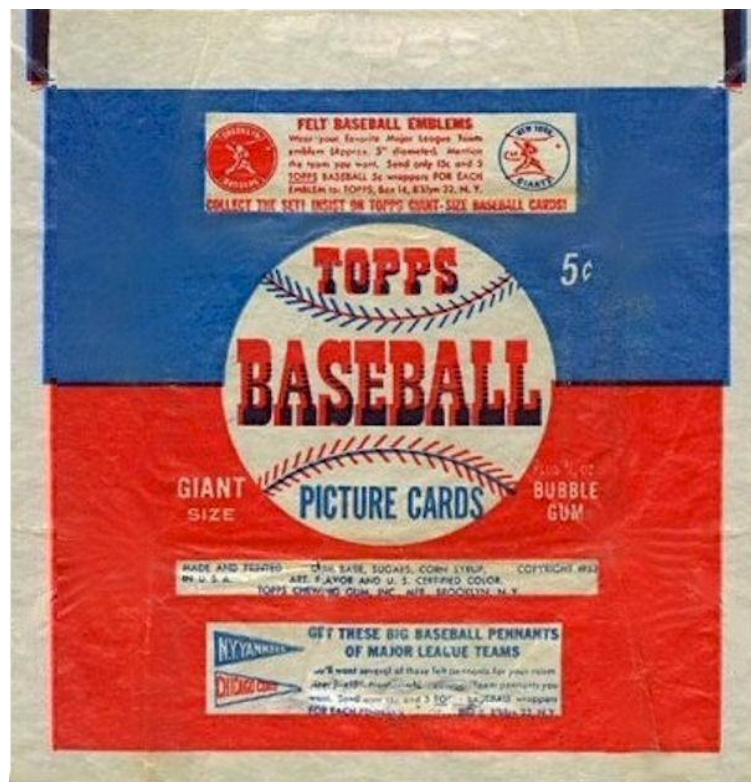
For each pennant, letter or number, send only 5 VARSITY Wrappers and 30¢ to BAZOOKA, Box 29, Madison Sq. Station, N. Y. 10, N. Y.

Prizes big and small: Relative sizes of a 1949 *Varsity* Wrapper Interior and 1953 *World On Wheels* insert (author's collection)

Other products, such as *Varsity*, had the premium offers printed on the reverse of the plain paper wrapper. Topps would eventually “tip in” a separate insert showing these premium offers and sometimes news about upcoming releases. These “tip ins” appear in both penny and nickel packs of the era, although their use was not entirely consistent and some, like the example below, were blank.



Plain glassine insert to protect cards from gum circa 1953. 4 3/4" x 2 3/8" (author's collection)



1952 *Baseball* High Number Pack with offer for Felt Baseball Emblems and Major League Pennants (source unknown)

Wrappers also had premium offers on the flaps. One of the more enduring was for baseball pennants; these were first available in the late 1940's and would be offered for decades, with updates occurring as major league baseball relocated or added teams. The baseball pennants were eventually designated as premium #116 before being renumbered as #121. Felt letters and numbers for homemade football jerseys also predominated early on and a huge variety of college pennants were offered for a time. All three of these premiums also predate the numbering system.

Early premiums were available from a variety of different addresses, all of them in Brooklyn or Manhattan. Various third parties may have been involved in the servicing of the consumer premium program and Topps may have just used other company's products in many instances for premium fulfillment. The variety of products offered over the years was staggering and dozens, possibly over 100, were available through the end of 1956.

Eventually, *Bazooka* comics had the premium offers printed right on them and this configuration continued for half a century. Lengthy *Bazooka* premium booklets would also be issued and these first came out around 1955-56 and continued for decades. Insert cards in some 1956 (and later) issues also had some premium offers, usually for baseball or football pennants and emblems. One premium offer booklet from 1949, shown below, featured Sid Luckman and advertised over 700 different college pennants that were available! At least two press runs of this booklet were printed up, one in black and one in blue.



# JOIN THE BAZOOKA COLLEGE COLLECTION PENNANT CLUB

**SID LUCKMAN: STAR PASSER OF THE CHICAGO BEARS  
FORMER COLUMBIA ACE—  
SAYS, I GET A BIG LIFT OUT  
OF BAZOOKA BUBBLE GUM!  
IT'S A REAL ALL-AMERICAN  
CHEW!!**

**OFFICIAL BAZOOKA LIST  
OF U.S. COLLEGES & UNIVERSITIES**

1) Adams State College  
2) Adelphi College  
3) Agnes Scott College  
4) Akron, University of  
5) Alabama, University of  
6) Alabama College for Women  
7) Alabama Polytechnic Institute  
8) Alabama State Teachers College  
9) Albion College  
10) Albion College  
11) Albright College  
12) Alfred University  
13) Allegheny College  
14) Alma College  
15) Alverno College  
16) American International College  
17) American University, The  
18) Amherst College  
19) Anderson College  
20) Antioch College

21) Appalachian State Teachers College  
22) Aquinas College  
23) Arizona, University of  
24) Arizona State College  
25) Arizona State Teachers College  
26) Arkansas, University of  
27) Arkansas Agricultural and Mechanical College  
28) Arkansas State College  
29) Arkansas State Teachers College  
30) Asbury College  
31) Ashland College  
32) Atlanta University  
33) Atlantic Union College  
34) Augustana College  
35) Augustana College and Theological Seminary  
36) Aurora College  
37) Baker University  
38) Baldwin-Wallace College  
39) Ball State Teachers College

40) Barat College of the Sacred Heart  
41) Bard College  
42) Bates College  
43) Baylor University  
44) Beaver College  
45) Belhaven College  
46) Beloit College  
47) Bennett College  
48) Bennington College  
49) Berea College  
50) Berry Bible College  
51) Bethany College  
52) Bethel College, The  
53) Birmingham-Southern College  
54) Bloomsburg State Teachers College  
55) Blue Mountain College  
56) Boston, Teachers College of the City of  
57) Boston College  
58) Boston University

524) St. Joseph's College  
525) St. Joseph's College for Women  
526) St. Lawrence University  
527) St. Louis University  
528) St. Martin's College  
529) St. Mary College  
530) St. Mary of the Springs, College of  
531) St. Mary-of-the-Woods, College of  
532) St. Mary-of-the-Woods College  
533) St. Mary's College, Notre Dame  
534) St. Mary's College  
535) St. Michael's College  
536) St. Norbert College  
537) St. Olaf College  
538) St. Peter's College  
539) St. Rose, College of  
540) St. Scholastica, College of  
541) St. Teresa, College of  
542) St. Thomas, College of  
543) St. Vincent College  
544) Salern College  
545) Sam Houston State Teachers College  
546) San Diego State College  
547) San Francisco, University of  
548) San Francisco College for Women  
549) San Francisco State College  
550) San Jose State College  
551) Santa Clara, University  
552) Sarah Lawrence College  
553) Searsville College  
554) Scripps College  
555) Seattle College  
556) Seattle Pacific College  
557) Seton Hall College  
558) Seton Hill College  
559) Shaw University  
560) Shepherd College  
561) Sherrill College  
562) Siena Heights College  
563) Simmons College  
564) Simpson College  
565) Skidmore College  
566) Smith College  
567) South, The University of the  
568) South Carolina, University of  
569) South Carolina State A and M College  
570) South Dakota, University  
571) South Dakota School of Mines and Technology  
572) South Dakota State Coll. of A and M Arts  
573) Southeastern Louisiana College  
574) Southeastern State College  
575) Southeast Missouri State College  
576) Southern California, University  
577) Southern Idaho College of Education  
578) Southern Illinois University  
579) Southern Methodist University  
580) Southern Oregon College of Education  
581) Southern State Teachers College  
582) Southern Univ. and Agr. and Mech. College  
583) Southwestern of Memphis  
584) Southwestern College  
585) Southwestern College

586) Southwestern Louisiana Institute  
587) Southwestern University  
588) Southwest Missouri State College  
589) Southwest Texas State Teachers College  
590) Spelman College  
591) Springfield College (International YMCA College)  
592) Spring Hill College  
593) Stanford University  
594) Stevens Institute of Technology  
595) Stephen F. Austin State Teachers College  
596) Stout Institute, The  
597) Stowe Teachers College  
598) Sul Ross State Teachers College  
599) Superior State College  
600) Susquehanna University  
601) Swarthmore College  
602) Sweet Briar College  
603) Syracuse University  
604) Talladega College  
605) Tarkenton College  
606) Temple University  
607) Tennessee, University of  
608) Tennessee Agr. and Industrial State College  
609) Tennessee Polytechnic Institute  
610) Texas Agricultural and Mechanical College  
611) Texas, University of  
612) Texas Christian University  
613) Texas College of Arts and Industries  
614) Texas College of Mines  
615) Texas State College for Women  
616) Texas Technological College  
617) Thiel College  
618) Tillamook College  
619) Toledo, University of  
620) Transylvania College  
621) Trinity College  
622) Troy State Teachers College  
623) Tufts College  
624) Tulane University of Louisiana  
625) Tulsa, University of  
626) Tusculum College  
627) Tusculum College  
628) Union College  
629) U. S. Coast Guard Academy  
630) U. S. Military Academy  
631) U. S. Naval Academy  
632) Upland College  
633) Ursinus College  
634) Ursinus College for Women  
635) Utah, University of  
636) Utah State Agricultural College  
637) Valparaiso University  
638) Vanderbilt University  
639) Vassar College  
640) Vermont, Univ. of and State Agr. College  
641) Villa Maria College  
642) Villanova College  
643) Virginia, University of  
644) Virginia Military Institute  
645) Virginia Polytechnic Institute  
646) Virginia State College  
647) Virginia State Teachers College

648) Virginia Union University  
649) Walsh College  
650) Wagner Memorial Lutheran College  
651) Wake Forest College  
652) Walla Walla College  
653) Washburn Municipal University  
654) Washington, State College of  
655) Washington, University of  
656) Washington and Jefferson College  
657) Washington and Lee University  
658) Washington College  
659) Washington Missionary College  
660) Washington University  
661) Wayne University  
662) Wellesley College  
663) Wells College  
664) Wesleyan College  
665) Wesleyan University  
666) Western Carolina Teachers College  
667) Western College for Women  
668) Western Illinois State Teachers College  
669) Western Kentucky State Teachers College  
670) Western Maryland College  
671) Western Michigan College  
672) Western Reserve University  
673) Western State College  
674) Western Washington College of Education  
675) West Liberty State College  
676) West Texas State College  
677) West Texas State Teachers College  
678) West Virginia State College  
679) West Virginia University  
680) West Virginia Wesleyan College  
681) Wheaton College  
682) Whitman College  
683) Whittier College  
684) Whitworth College  
685) Wichita, Municipal University of  
686) Wiley College  
687) Williams University  
688) William and Mary, College of  
689) William Jewell College  
690) Williams College  
691) Williamette State Teachers College  
692) Wilmington College  
693) Wilson College  
694) Windsor-Salem Teachers College  
695) Winthrop College  
696) Wisconsin, University of  
697) Wisconsin State Teachers College  
698) Wittenberg College  
699) Wofford College  
700) Woodstock College  
701) Worcester, College of  
702) Worcester Polytechnic Institute  
703) Wyoming, University of  
704) Xavier University  
705) Xavier University  
706) Yale University  
707) Yorkton College  
708) Youngstown College

**USE THIS HANDY COUPON**  
(BAZOOKA WILL SEND YOU A NEW LIST WITH EACH ORDER)  
**FOR EACH PENNANT SEND 10¢ AND ONE BAZOOKA  
SILVER WRAPPER TO—**  
**BAZOOKA**  
**BOX 20**  
**MADISON SQ. STATION**  
**NEW YORK, 10, N.Y.**

**UNDERLINE EACH COLLEGE ON LIST FOR THE  
PENNANTS YOU WANT. SEND IN COMPLETE  
LIST. NEW ONE WILL BE RETURNED WITH  
YOUR ORDER.**

NAME (PRINT) \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE NO. \_\_\_\_\_  
RURAL ROUTE \_\_\_\_\_ BOX NO. \_\_\_\_\_ STATE \_\_\_\_\_  
AMOUNT ENCLOSED \_\_\_\_\_

Pages 1 &amp; 4 from Bazooka Pennant Club Sid Luckman Booklet, with 708 options (courtesy Jeff Shepherd)

A well known **Bazooka** premium dates to 1956 and included five inch round felt emblems for all the major league baseball teams. However, as seen previously, emblems were available well before that, probably in every year since 1951. These continued on for many years with various design, city and size changes. The 1956 emblems (and all others) have been reproduced in latter years by Topps in various configurations and caution is urged. The modern reissues have a trademark indicator shown whereas the 1956 emblems do not have the TM mark. The five inch circular baseball emblems were given premium #115 by Topps at one point.

Topps would also offer premiums in comic books and magazines such as **Boys Life**. These sometimes were just old Topps cards that had suffered extensive returns but toys and other small objects were offered as well.

## ED-U-CARDS

In 1950 Ed-U-Cards, of Queens, New York, issued a 120 card set of **Lone Ranger** cards that greatly resembled the contemporary Topps cards of the time, in particular the **Hopalong Cassidy** high numbers with their garish, cartoon-like colors. The cards were clearly prepared by Topps and/or the Solomon &

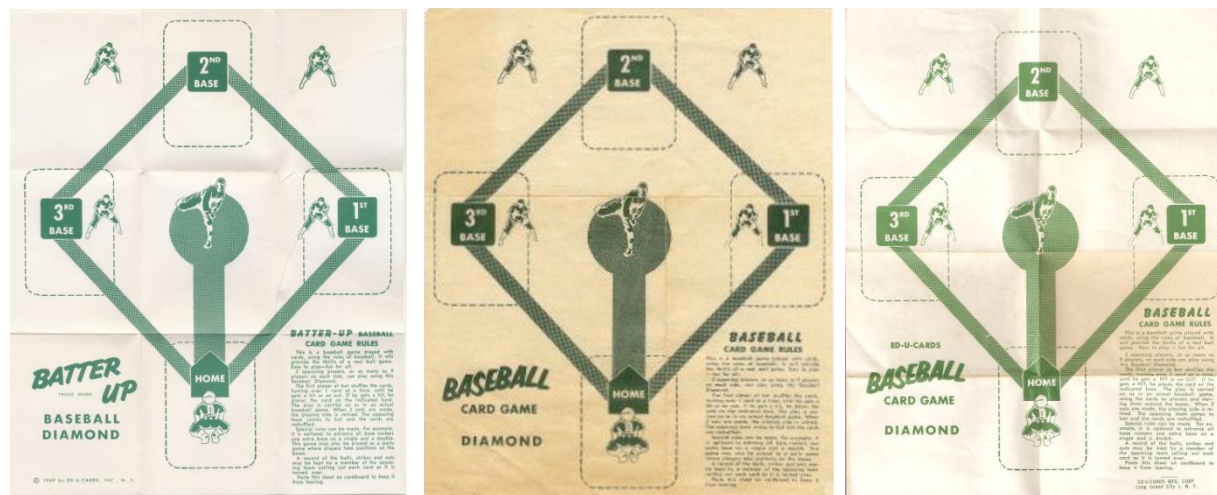
Gelman art agency and use a number of fonts and design elements incorporated into such sets as *Freedom's War* and *Bring 'Em Back Alive*. An Ed-U-Cards copyright is shown on the reverse.

At 2" x 2 5/8", the *Lone Ranger* cards measure the same width but are 1/16" shorter than the comparable Topps cards of the era. Sold in three card panels in eight different color sleeves of fifteen cards each by Ed-U-cards, there was, of course, no gum included. The panels had perforations more resembling those used on postage stamps than the nubs used by Topps in 1950. Divided into four, fifteen card "episodes", *Lone Ranger* cards are much more difficult to find than the Topps cards of the day.



1950 Ed-U-Cards Lone Ranger (Author's Collection/courtesy Gary May)

The *Lone Ranger* is not the only product that links Ed-U-Cards with Topps. In 1950 Ed-U-Cards also produced a deck of cards (copyright 1949) called *Batter Up* with which you could play a game of baseball and which measured 7" x 8 5/8". In addition to the 36 cards in the deck, all featuring generic looking ballplayers and not actual major-leaguers, there was a small, folded paper baseball diamond included with the game and which included instructions for play. This paper diamond, with very slight alterations, would reappear when bagged sets of Topps *Red Backs*, also a product that allowed you to play a game of baseball, were resold sometime after 1951. Ed-U-Cards also issued a more modernized version of the game in 1957, calling it *Baseball* but that too came with the paper diamond, again just minutely altered from both prior versions. All three diamonds are very similar but can be differentiated easily as well.



1950 Ed-Cards (Author's Collection)

Topps Red Backs (source unknown)

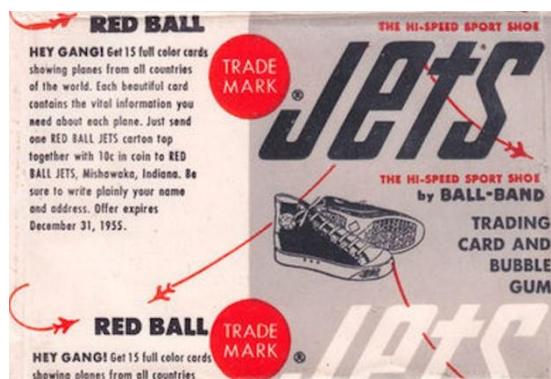
1957 Ed-U-Cards (courtesy Mark Aubrey)



## RED BALL JETS

These were a third party sneaker premium that featured 1952 Wings cards. A “penny” pack contained a card and a stick of bubble gum. It is not known if all 200 *Wings* cards were distributed this way. These date to 1955 and Topps clearly sold overstock to Red Ball, as the premium offer of 15 cards for ten cents shows an Indiana mailing address.

Red Ball was a major sneaker manufacturer at the time and Topps must have unloaded a large number of *Wings* cards on them. It’s not clear if vending boxes of the cards were used for this promotion or Trading Card Guild cellos that had been wrapped in 1952-53. The use of cards previously packed with gum seems unlikely as a supply for the mail-in promotion.



Red Ball Jets pack contained one *Wings* card (source unknown)

## DOESKIN

Topps struck a deal with Doeskin Tissues in 1955 as that brand made a major relaunch of their product. Cards from *Wings* and *Rails & Sails* were reprinted on the cardboard that served to stiffen small, personal sized tissue packs. These have elongated side borders as the cards as originally issued were smaller than the stiffeners, so Doeskin cards measure 4 3/8" x 2 5/8" (67 x 111 mm), although the illustration area is unchanged from the originals.

The backs are identical to the Topps issues except the TCG *indicia* has been replaced by Doeskin's. These cards look quite odd when first encountered and the lack of Topps manufacturing information is curious; perhaps Topps just realized the artwork still had value even if there was abundant overstock of *Wings* cards still available (see the information above on Red Ball Jets).

The cards included in Doeskin cover #1-100 of *Wings* and the tougher series of *Rails & Sails* i.e. #81-130 and #151-200 for a 200 card set, although there does not seem to be a true confirmed count anywhere. Common Doeskin specimens in EX go for around \$25 or \$30 apiece as they are much harder to find than the corresponding Topps cards from each set. Unopened tissue packs of these can still be found as well and go for around \$100. Third series (#131-190) 1952 Topps baseball cards with gray backs have long been rumored to have been issued with Doeskin but that seems impossible given their lack of elongated borders or any extant packaging. Doeskin cards with ragged, crinkle cut edges have also been rumored to exist but these were all altered with pinking shears after being issued and are not legitimate.





Doeskin cards-note the wide borders (Author's Collection)

## SPORTS ILLUSTRATED INSERTS

Topps issued full color paper reprints of sixty baseball cards and twelve black & white constructs (all New York Yankees) in four issues of *Sports Illustrated* magazine over a nine month period in 1954-55.

In 1954 twenty-seven cards in a foldout insert section greeted readers of the inaugural August 16<sup>th</sup> issue, including at least one player from each team except the Yankees. A week later 27 Yankees appeared in a similar fashion, including the twelve "new" black and white creations made specifically for the magazine insert and without the Yankees logo. One of these ersatz cards depicts Mickey Mantle and has the attendant following of his broad collector base. Caution is urged as the inaugural issue has been officially reprinted in large numbers.

In 1955 *Sports Illustrated* once again issued color Topps baseball cards in two consecutive issues. This time they were only in 8 card groups appearing in the magazine in consecutive weeks: April 11 & 18, with one player from each NL team shown in the first issue and one from each AL team in the second. These are not as impressive as the 1954 foldouts and also are not as well known nor as widely collected. These paper issues may be related somehow to the *Baseball Stamps* and *Rails & Sails* cards that also hail from 1955. Perhaps Woody Gelman was tinkering with various materials and ideas as a result of these *SI* cards being made of paper.

## SPORTS ILLUSTRATED INSERT PLAYER LIST

1954			
NUMBER	NAME	TEAM	ISSUE
1	TED WILLIAMS	RED SOX	SI 8/16/54
2	GUS ZERNIAL	ATHLETICS	SI 8/16/54
4	HANK SAUER	CUBS	SI 8/16/54
6	PETE RUNNELS	SENATORS	SI 8/16/54
7	TED KLUSZEWSKI	REDLEGS	SI 8/16/54
9	HARVEY HADDIX	CARDINALS	SI 8/16/54
10	JACKIE ROBINSON	DODGERS	SI 8/16/54
15	AL ROSEN	INDIANS	SI 8/16/54
24	GRANNY HAMNER	PHILLIES	SI 8/16/54
25	HARVEY KUENN	TIGERS	SI 8/16/54
26	RAY JABLONSKI	CARDINALS	SI 8/16/54
27	FERRIS FAIN	WHITE SOX	SI 8/16/54
29	JIM HEGAN	INDIANS	SI 8/16/54
30	ED MATHEWS	BRAVES	SI 8/16/54
32	DUKE SNIDER	DODGERS	SI 8/16/54
34	JIM RIVERA	WHITE SOX	SI 8/16/54
40	MEL PARNELL	RED SOX	SI 8/16/54
45	RICHIE ASHBURN	PHILLIES	SI 8/16/54
70	LARRY DOBY	INDIANS	SI 8/16/54
77	RAY BOONE	TIGERS	SI 8/16/54
85	BOB TURLEY	ORIOLES	SI 8/16/54
90	WILLIE MAYS	GIANTS	SI 8/16/54
100	BOB KEEGAN	WHITE SOX	SI 8/16/54
102	GIL HODGES	DODGERS	SI 8/16/54
119	JOHNNY ANTONELLI	GIANTS	SI 8/16/54
137	WALLY MOON	CARDINALS	SI 8/16/54
235	VERN LAW	PIRATES	SI 8/16/54
5	ED LOPAT	YANKEES	SI 8/23/54
17	PHIL RIZZUTO	YANKEES	SI 8/23/54
37	WHITEY FORD	YANKEES	SI 8/23/54
50	YOGI BERRA	YANKEES	SI 8/23/54
56	WILLIE MIRANDA	YANKEES	SI 8/23/54
62	EDDIE ROBINSON	YANKEES	SI 8/23/54
83	JOE COLLINS	YANKEES	SI 8/23/54
96	CHARLIE SILVERA	YANKEES	SI 8/23/54
101	GENE WOODLING	YANKEES	SI 8/23/54
105	ANDY CAREY	YANKEES	SI 8/23/54
130	HANK BAUER	YANKEES	SI 8/23/54
175	FRANK LEJA	YANKEES	SI 8/23/54
205	JOHNNY SAIN	YANKEES	SI 8/23/54
230	BOB KUZAVA	YANKEES	SI 8/23/54
239	BILL SKOWRON	YANKEES	SI 8/23/54
N/A	IRV NOREN	YANKEES	SI 8/23/54
N/A	JERRY COLEMAN	YANKEES	SI 8/23/54
N/A	BOB CERV	YANKEES	SI 8/23/54
N/A	MICKEY MANTLE	YANKEES	SI 8/23/54
N/A	GIL McDOUGALD	YANKEES	SI 8/23/54
N/A	TOM MORGAN	YANKEES	SI 8/23/54
N/A	ALLIE REYNOLDS	YANKEES	SI 8/23/54
N/A	HARRY BYRD	YANKEES	SI 8/23/54
N/A	JIM McDONALD	YANKEES	SI 8/23/54
N/A	BOB GRIM	YANKEES	SI 8/23/54
N/A	TOM GORMAN	YANKEES	SI 8/23/54
N/A	ENOS SLAUGHTER	YANKEES	SI 8/23/54

1955			
NUMBER	NAME	TEAM	ISSUE
1	DUSTY RHODES	GIANTS	SI 4/11/55
26	DICK GROAT	PIRATES	SI 4/11/55
28	ERNIE BANKS	CUBS	SI 4/11/55
31	WARREN SPAHN	BRAVES	SI 4/11/55
56	RAY JABLONSKI	REDLEGS	SI 4/11/55
67	WALLY MOON	CARDINALS	SI 4/11/55
79	DANNY SCHELL	PHILLIES	SI 4/11/55
90	KARL SPOONER	DODGERS	SI 4/11/55
8	HAL SMITH	ORIOLES	SI 4/18/55
10	BOB KEEGAN	WHITE SOX	SI 4/18/55
11	FERRIS FAIN	TIGERS	SI 4/18/55
16	ROY SIEVERS	NATIONALS	SI 4/18/55
38	BOB TURLEY	YANKEES	SI 4/18/55
70	AL ROSEN	INDIANS	SI 4/18/55
77	ARNOLD PORTOCARRERO	ATHLETICS	SI 4/18/55
106	FRANK SULLIVAN	RED SOX	SI 4/18/55

## PRICING

8/16/54 ISSUE	100
8/23/54 ISSUE	75
4/11/55 ISSUE	25
4/18/55 ISSUE	15

## MATCHBOOKS

There are at least six Topps-themed matchbooks known. The most famous of these debuted during World War 2 and features the “Don’t Talk Chum, Chew Topps Gum” slogan. There is a cartoon with a serviceman talking to two figures that look like they came from “The Arabian Nights” on the striker side and a picture of a round Topps Gum display on the other. Another design just features the Topps Gum display on both sides with a red and white diagonal striped background. These were produced by the Universal Match Corp. of New York as was another design featuring the All American Football Conference with an illustrated “Don’t Talk Chum Chew Topps Gum” slogan. This also features a really nice Brooklyn Yankees logo and a schedule of all their home games for 1949.

D.D. Bean & Sons Co. of Jaffrey, New Hampshire produced a well-executed matchbook that features graphics of Topps Spearmint and Peppermint gum tabs while another has a horizontally oriented graphic that continuously pans from the front to the striker side which advertised “ammoniated” Topps Gum nuggets alongside a colorful and smiling cook stirring a cauldron labeled “candy”, next to which stands a big basket labeled “mint”. A *Clor-Aid* matchbook is also known by this maker and appears scarcer than all but the Brooklyn Yankees example.



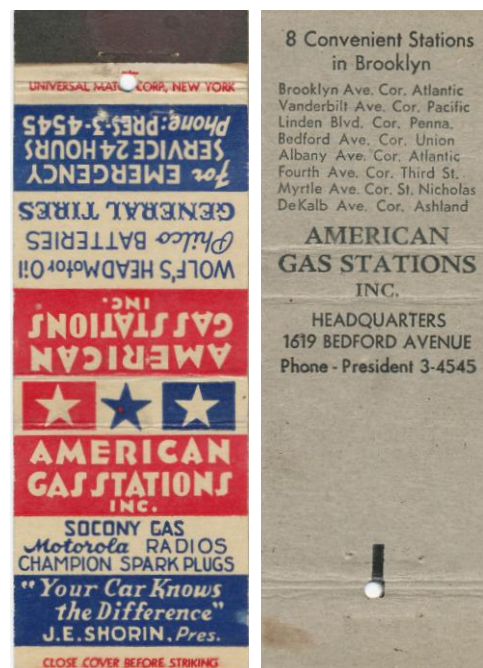


## THE MODERN HOBBY GUIDE TO TOPPS CHEWING GUM: 1938 TO 1956



Various Topps Matchbooks (Author's Collection)

The non-football matchbooks go for around \$5 or so in decent shape, the Brooklyn Yankees variety sells for many multiples of that. Despite the obvious connection, there are no known American Leaf Tobacco Company matchbooks. There are three known types of American Gas Stations matchbooks, all from the 1930's, two of which are double sized. Others likely exist.



Small American Gas Stations Matchbook (Author's Collection)

## UNCUT SHEETS, ARTWORK AND PROOFS

Uncut sheets are among the more impressive Topps display pieces but quite difficult to find intact, especially from this era. What most collectors call an uncut sheet is often a half sheet as a full sheet was quite large and designed to be separated into two discrete parts before being cut up further for packaging. For this section, “uncut sheet” refers to the half sheet to avoid confusion. These would be 100/200 or 110/220 configurations for Giant Size cards and 132/264 for standard sized cards beginning with *Elvis Presley*. There is some thought the standard sizing was introduced by Zabel Brothers but this is unconfirmed.

Given the scarcity of vintage sheets from this era, much more likely finds for today’s collector would be small strips or sections of uncut sheets. A good percentage of these, upon close inspection, will prove to have been taken from rejected sheets or been miscut and the source of many of these was the dumpsters at Bush Terminal. Some were used as promotional pieces by Topps, such as the 5 x 4 arrays used by Woolworth’s to sell 1952 baseball cards. 5 x 5 arrays of 1952’s are also encountered with some relative frequency and probably were promotional pieces as well; full uncut 1952 sheets do not exist, although a picture of one sheet, showing various portions of four half sheets, with gutters, is known.

Full uncut sheets exist for some vintage Topps sets and the most desirable ones are from the different baseball series. The earliest known full baseball sheet is a mixed series sheet from 1954, although it may have been cut up since its discovery. A couple of 1955 baseball sheets are known, as are handful from 1956. On the non sports side, 1948-49 *Magic Photo* sheets are known as is a 1952 *Look ‘N’ See* high number sheet; the latter being an 11 x 11 array. Once you get into 1955, more and more sheets are known, although they are hardly abundant. Sadly, these still get cut up today in the never ending search for high grade cards.

The self developing tab sized cards (*Magic Photo* and the “small” *Hocus Focus* cards) were seemingly printed in sheets of 126. The more traditional tab inserts were probably printed on sheets of 100 or 200 cards. Other sheet sizes are hard to determine, although *Look ‘N’ See* as noted above was printed on a 121 card sheet.

For the Giant Size cards, sheets were printed in a 10 x 10 array from 1952 to 1954 then in 1955 Topps switched to a 110 card sheet, or 11 x 10 for these cards. Once *Elvis Presley* was printed at the end of 1956, the standard sized sheets went to a 12 x 11 array (132 cards) and stayed that way for decades.

Certain proofs are known as well; especially valuable are those from the 1952 baseball first series showing the progression of colors. Paper proofs are known for some series and there is even one for the 1956 *Baseball Buttons*, an example of Gus Zernial. Topps started proofing cards on high quality white paper sometime in the 1950’s and any such proofs that turn up from the era would be considered rare.

Original artwork is known for some sets, in particular the 1953 baseball and 1954 hockey issues. Over half of the former set is known at present in the form of original paintings (147 issued, 9 unissued) while the entire 1954 hockey set was auctioned off (by team) at one point. Other sets such as *X-Ray Roundup* also have artwork that survived and new finds do turn up occasionally.



## EPHEMERA

Other collectibles include Topps stationery and business cards (those of Sy Berger are the most popular) and materials used by the marketing and sales staffs, which can be anything from postcards to Christmas cards to panels taken from uncut sheets of cards. Some old subway “carcards” still exist (and have been reproduced in modern times-beware) and there are old pages from Topps file books and Woody Gelman’s “Idea Books” out there as well. Even the comic book and *Boy’s Life* ads of the late 1940’s can be found as inexpensive tear sheets, generally with ease.

One item, a medallion struck around 1952 to commemorate the completion of the United Nations Secretariat building was allegedly produced in a run of 10,000 and presented to members of the United States Diplomatic Corps, would be of interest to a wide range of collectors, although identifying this piece has proved difficult. It is said to feature the Secretariat building on one side and the preamble to the United States Constitution on the other.

There are also different series of greeting cards with gum tabs affixed, mostly from 1948-49, which are quite inexpensive.



Typical front from a Topps themed greeting card from the late 1940’s. Possibly by Barker Greeting Card Company. (author’s collection)

## APPENDICES

### Appendix A

The **Table of Topps Card Sizes** shown below is a useful way to see how the size of the cards increased many times over a short period of time and is useful for determining when certain sets were issued. Also shown are some overarching marketing phrases Topps used that also highlight when certain products were issued. The thick black border surrounding most of the 1950-52 issues identifies sets that were sold in attached panels of two cards and can be found in the elongated, double-windowed red cello **Trading Card Guild** packs. A right pointing caret > indicates a note relating to the issue in the rightmost column.

Year	7/8" x 1 7/16" Tab	1 3/4" x 2 7/8" Post Tab	2 1/16" x 2 5/8" Early Panel	2 1/16" x 2 15/16" Late Panel	2 5/8" x 3 3/4" Giant Size	Odd Size	Note
1948						Tattoo >	Unfolded 1 3/16" x 2 3/8" (Wrapper)
1948	Magic Photos						
1948						Golden Coin >	1" Diameter-Metal
1949	Flags of All Nations						
1949						Flip-O-Vision >	Each Image 1 7/8" x 1 11/32"
1949						Funny Foldees >	Unfolded 1 3/16" x 1 9/16"
1949						Tattoo >	Unfolded 1 3/16" x 2 5/8" (Wrapper)
1949	License Plates						
1949						Play Coins of the World >	7/8" Diameter-Plastic
1949	X-Ray Roundup						
1949	Varsity Football						
1950		Flags of the World Parade (STS)					
1950		License Plates (N)					
1950			Hopalong Cassidy (S)				
1950			Bring 'Em Back Alive (S)				
1950			Freedom's War (S)				
1951			Animals of the World (S)				
1951				Ringside (S)			
1951				Magic Football (S)			
1951			Baseball Candy Red & Blue Backs (S)			MLAS, Connie Mack, Teams >	Baseball Candy 2 1/6" x 5 1/4"
1952				Fighting Marines (N)			
1952					Baseball		
1952							
1952				Doubles reissue 1952			
1952				Look 'n See (N)			
1952					Wings		Into 1953
1953					Baseball		
1953						License Plates >	1 7/8" x 3 3/4"
1953						Tattoo >	Unfolded 1 9/16" 3 1/2" (Wrapper)
1953					Tarzan & The She Devil		
1953					World On Wheels		
1953					Who-Z-At Star		
1954				Scoop (N)			
1954					Baseball		
1954					Tarzan's Savage Fury		
1954					Hockey		
1954					World On Wheels (Reissue)		
1955						Funny Foldees >	Unfolded 1 3/16" x 1 9/16"
1955					Baseball		
1955						Double Header >	Unfolded 2 1/16" x 4 7/8"
1955					Rails & Sails		
1955					Davy Crockett		
1955					All American		
1955	Hocus Focus					Hocus Focus Panel >	Panel Card 1" x 1 9/16"
1956					Baseball		
1956					Davy Crockett A Series		
1956					Round Up		
1956					Football		
1956					Flags Of The World		
1956						Baseball Buttons >	1 1/8" Diameter
1956						U.S. Presidents >	2 1/2" x 3 3/4" (Bowman Sized)
1956						Golden Coin >	1 1/8" Diameter-Plastic
1956				Jets		Davy Crockett Tattoo >	Unfolded 1 9/16" x 3 1/2" (Wrapper)
1956						Elvis Presley >	First Standard Sized issue 2 1/2" x 3 1/2"

Abbreviations for Smaller, Non-Tab Cards: STS=Save The Series

S=Save 'Em Trade 'Em

N=No "Save 'Em" wording

Topps ran a coordinated ad campaign in 1950-52, with most of the card sets issued during that time having wrappers that encouraged young buyers to "Save The Series". As seen above, this ended in 1952 with the release of **Fighting Marines**.

**Appendix B**

**The Shorin Family**

**Morris Chigorinsky - born 1867 in Russia, died Feb.7, 1947 in Miami, Florida  
&  
Rebecca Jablow - born ~1870 in Russia, died Feb. 4, 1954 in Brooklyn  
Married 1896**

***The entire family changed their surname to Shorin sometime between January 27 and December 31, 1919.***

**Child of Morris Shorin**

- **Moses (Moe) - born 1891, immigrated from Russia 1904, mother's name unknown, died November 28, 1918 in the Bronx, NY**

**Children of Morris & Rebecca Shorin**

- **Philip - born in Brooklyn April 12, 1897, died in Bal Harbour, Florida on July 24, 1982**
- **Abraham - (later Abram) born in Brooklyn June 23, 1898, died in Miami Beach, Florida on May 28, 1990**
- **Isidore (later Ira) - born in Brooklyn, May 27, 1900, died off Sandy Hook, New Jersey on September 7, 1955**
- **Joseph - born in Brooklyn, July 21, 1903, died on December 9, 1959 in Brooklyn, NY**

***All children born in the U.S. had the last name of Chigorinsky at the time of their birth and Moe's last name at U.S. Naturalization was Chigorinsky as well.***

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[http://www.bobheffner.com/cwn/a\\_interview.shtml](http://www.bobheffner.com/cwn/a_interview.shtml) Len Brown interview with details on Topps regional and national card distribution in the 1950's.

<http://boblemeke.blogspot.com/> Former editor and publisher of *Sports Collectors Digest* and editor for many years of the *Standard Catalog of Baseball Cards*, Bob's blog is a freewheeling trip down memory lane in addition to being a repository for all sorts of hobby information.

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<http://drewfriedman.blogspot.com/2012/03/topps-flipovision.html>, <http://www1.coe.neu.edu/~dan/z-ns-start/all-1950.html> Fantastic resource for *Flip-O-Vision*.

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<http://net54baseball.com/> Leon Luckey's Vintage Forum has a pre-war baseball focus but has been expanding to cover many post war and non-baseball cards and memorabilia. Membership (free) is required to view some areas and content.

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<http://www.oldbaseball.com/> The Library section has many original and reprinted articles, including some by the author and also many from George Vrechek. George's pieces are particularly valuable and those used in researching this guide include all the articles in the "HOBBY PIONEER JEFFERSON BURDICK" subsection and a very insightful article on the 1952 and 1953 baseball cards called [A CLOSER LOOK AT THE PRINTING OF 1952 AND 1953 TOPPS](#).

[http://pjdenterprises.com/airplane\\_cards/topps\\_wings\\_print.html](http://pjdenterprises.com/airplane_cards/topps_wings_print.html) Peter D'Luhosch's esoteric site has a nice feature on *Wings* and other issues if you click around.

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<http://toppsarchives.blogspot.com/> My original blog, looking at all things that are Topps, mostly vintage, mostly off the beaten path.

<http://1952toppsbaseballcards.com/> Interesting site on the landmark 1952 set.

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## **PATENTS & TRADEMARKS**

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## **LEGAL CITATIONS**

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#### **INTERVIEWS**

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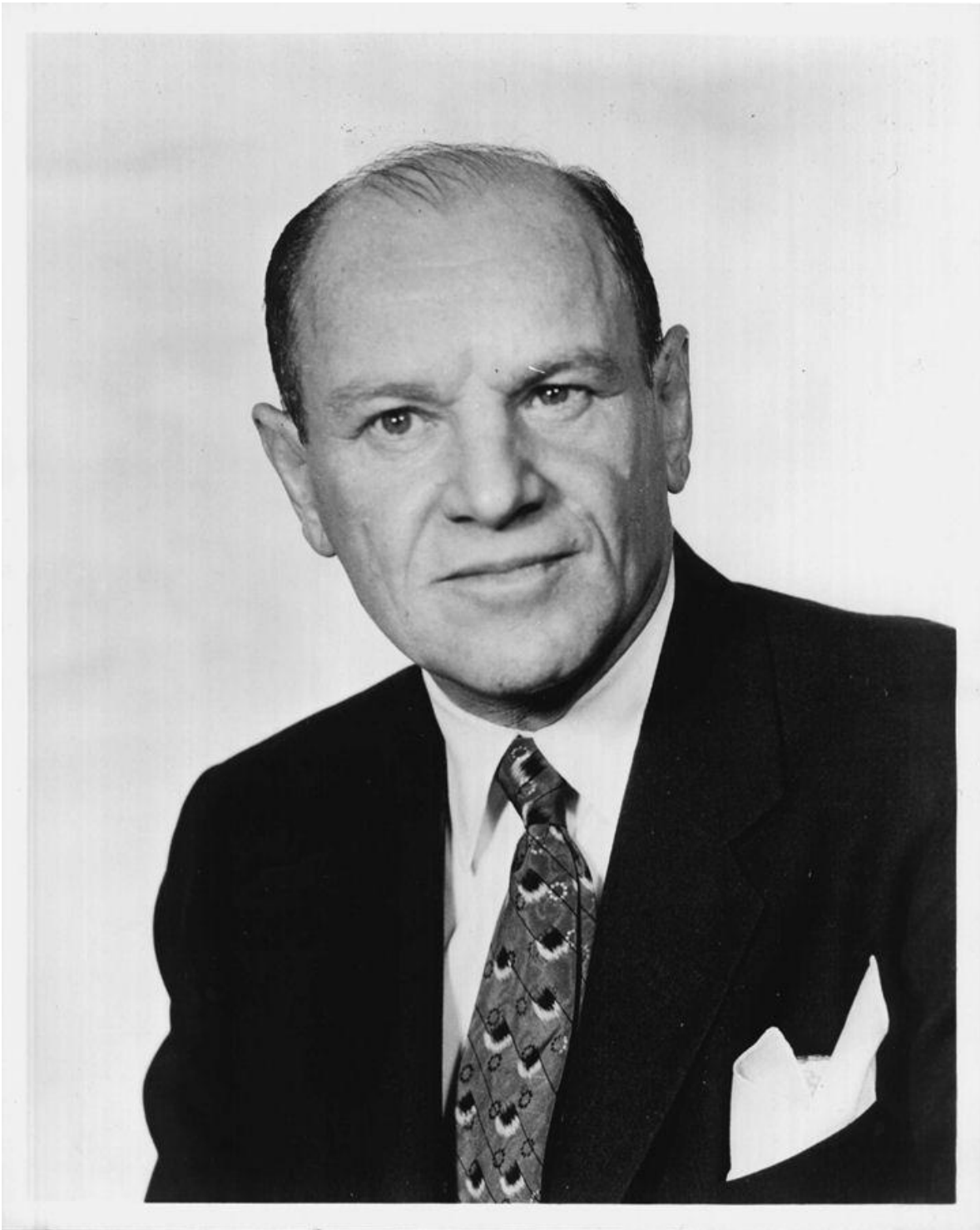
**Carol Jablow**, via e-mail March 11, 2011

**Howard Shookhoff**, via telephone March 1, 2011

#### **THE KING OF BUBBLE GUM**

**Jeff Shepherd** - A walking encyclopedia of chewing gum, Jeff provided numerous clips, anecdotes, scans and amusements along the way. He's asked that some of his research be kept private and I have done so but to be clear, there would have been very little here on the early days of Topps without his archival material generously being made available to me. Look for the book *Bazooka Joe & His Gang*, featuring many items from Jeff's personal collection, in stores or online. Contact Jeff at: [jeffshep77@gmail.com](mailto:jeffshep77@gmail.com).

**THE OTHER KING OF BUBBLE GUM**



**Joseph E. Shorin – Photograph distributed to newspapers by Topps at the time of his death. (Author's Collection)**